

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 30, 1978

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	25.0	18,230	1	MISS UNIVERSE PAGEANT(S)	17.0	34,580
2	ONE DAY AT A TIME#	23.2	16,910	2	THREE'S COMPANY	15.3	31,220
3	M*A*S*H#	22.7	16,550	3	ONE DAY AT A TIME#	15.2	31,020
4	ALL IN THE FAMILY	21.7	15,820	4	ALL IN THE FAMILY	15.0	30,650
5	LOU GRANT#	21.4	15,600	5	ALICE	13.5	27,500
6	THREE'S COMPANY	20.6	15,020	5	LOU GRANT#	13.5	27,500
7	ALICE	19.9	14,510	7	M*A*S*H#	13.4	27,340
7	SWITCH	19.9	14,510	8	QUINCY, M.E.#	13.3	27,040
9	QUINCY, M.E.#	19.6	14,290	9	STARSKY AND HUTCH	13.1	26,720
10	BARNABY JONES#	19.2	14,000	10	LAVERNE AND SHIRLEY	13.1	26,660
11	STARSKY AND HUTCH	19.1	13,920	11	SWITCH	12.8	26,210
12	LAVERNE AND SHIRLEY	18.6	13,560	12	ROCKFORD FILES	12.8	26,160
13	FANTASY ISLAND	18.4	13,410	13	CHARLIE'S ANGELS	12.3	25,020
14	CHARLIE'S ANGELS	18.0	13,120	14	FANTASY ISLAND	12.2	24,890
15	ROCKFORD FILES	17.9	13,050	15	LOVE BOAT	12.2	24,790
16	HAWAII FIVE-O	17.6	12,830	16	CARTER COUNTRY	12.1	24,720

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	17.9	13,830
2	ALL IN THE FAMILY	17.9	13,790
3	ONE DAY AT A TIME#	16.8	12,910
4	LOU GRANT#	16.5	12,710
5	ALICE	16.1	12,420
5	THREE'S COMPANY	16.1	12,420
7	QUINCY, M.E.#	16.0	12,330
8	SWITCH	15.8	12,210
9	M*A*S*H#	14.9	11,460
10	ROCKFORD FILES	14.6	11,280
11	BARNABY JONES#	14.1	10,900
12	STARSKY AND HUTCH	14.1	10,880
13	CARTER COUNTRY	13.8	10,600
14	LAVERNE AND SHIRLEY	13.7	10,540
15	RHODA	13.4	10,310
16	FANTASY ISLAND	13.1	10,080

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	QUINCY, M.E.#	14.0	9,670
2	ALL IN THE FAMILY	13.9	9,590
3	LOU GRANT#	13.4	9,290
4	ABC SUNDAY NIGHT MOVIE	12.8	8,890
5	MISS UNIVERSE PAGEANT(S)	12.8	8,830
6	60 MINUTES	12.6	8,720
7	PROJECT U.F.O.#	12.3	8,510
8	ABC MONDAY NIGHT BASEBALL	12.2	8,470
9	ONE DAY AT A TIME#	12.2	8,460
10	SWITCH	11.8	8,200
11	ALICE	11.8	8,190
12	FUNNY BUSINESS(S)	11.8	8,170
13	ROCKFORD FILES	11.6	8,050
14	BARNABY JONES#	11.2	7,760
15	STARSKY AND HUTCH	11.2	7,720
16	M*A*S*H#	11.1	7,660
17	THREE'S COMPANY	11.0	7,590

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 30, 1978

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THREE'S COMPANY	18.3	8,750
2	ONE DAY AT A TIME#	18.3	8,730
3	LOU GRANT#	17.0	8,140
4	STARSKY AND HUTCH	16.0	7,660
5	ALL IN THE FAMILY	15.9	7,580
6	QUINCY, M.E.#	15.7	7,510
7	MISS UNIVERSE PAGEANT(S)	15.6	7,470
8	SWITCH	15.1	7,200
9	LAVERNE AND SHIRLEY	14.8	7,050
10	CARTER COUNTRY	14.7	7,000
11	M*A*S*H#	14.6	6,960
12	ROCKFORD FILES	13.9	6,650
13	ALICE	13.9	6,630
14	FANTASY ISLAND	13.7	6,550
15	CHARLIE'S ANGELS	13.2	6,300
16	HAPPY DAYS	13.0	6,230

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	23.5	5,440
2	ALL IN THE FAMILY	21.9	5,080
3	ALICE	20.3	4,710
4	60 MINUTES	18.3	4,250
5	BARNABY JONES#	17.3	4,010
6	SWITCH	16.9	3,910
7	LITTLE HOUSE-PRAIRIE	16.8	3,900
8	QUINCY, M.E.#	16.6	3,850
8	RHODA	16.6	3,850
10	WALTONS	16.1	3,730
11	ON OUR OWN#	15.8	3,670
12	ROCKFORD FILES	15.5	3,600
13	HAWAII FIVE-O	15.0	3,480
13	LOU GRANT#	15.0	3,480
15	M*A*S*H#	15.0	3,470
16	LIFE-TIMES-GRIZZLY ADAMS	13.6	3,150

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LOU GRANT#	13.7	6,230
2	PROJECT U.F.O.#	13.2	5,970
3	ABC SUNDAY NIGHT MOVIE	12.9	5,850
4	ALL IN THE FAMILY	12.2	5,530
5	FUNNY BUSINESS(S)	11.6	5,280
6	MISS UNIVERSE PAGEANT(S)	11.5	5,220
7	QUINCY, M.E.#	11.4	5,160
8	ONE DAY AT A TIME#	11.1	5,030
9	STARSKY AND HUTCH	10.8	4,910
10	SWITCH	10.8	4,890
11	ROCKFORD FILES	10.8	4,880
12	BARNABY JONES#	10.6	4,800
13	FANTASY ISLAND	10.6	4,790
14	SATURDAY NIGHT	10.3	4,690
15	ABC MONDAY NIGHT BASEBALL	10.0	4,520
16	CBS SATURDAY NIGHT MOVIE#	9.9	4,500
17	60 MINUTES	9.6	4,370

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	QUINCY, M.E.#	19.6	3,570
2	60 MINUTES	18.9	3,450
3	ABC MONDAY NIGHT BASEBALL	18.3	3,330
4	ALICE	17.8	3,240
5	ALL IN THE FAMILY	17.7	3,220
6	MISS UNIVERSE PAGEANT(S)	16.5	3,010
7	ON OUR OWN#	15.7	2,860
8	RHODA	15.6	2,850
9	M*A*S*H#	14.8	2,690
9	ONE DAY AT A TIME#	14.8	2,690
11	HAWAII FIVE-O	14.7	2,680
12	SWITCH	13.9	2,530
13	BARNABY JONES#	13.4	2,440
14	ROCKFORD FILES	13.0	2,370
15	LITTLE HOUSE-PRAIRIE	12.7	2,320
16	CHARLIE'S ANGELS	12.7	2,310



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																	
T/C THIS SEASON NO. OF STATIONS & PROGRAM COVERAGE WK 1 WK 2 WK # DAY START TIME DUR NET TYPE										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
										HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)					LADY WORK- ING HOUSE WOM.					MEN					TEENS (12-17)
										AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	WOMEN 18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TOTAL 6-11
EVENING																											
ABC FRIDAY NIGHT MOVIE 34 190 190										A 11.2 24 816	1847	716 276	774 248	453 454	124^227	646 227	399 363	169 198	239 122^	188 153							
FRI. 9.00P 120 ABC FF 99 99										B 16.9 30 1232																	
9.00 - 9.30										A 10.1 23 736	1861	683 241	742 244	452 454	108^214	655 262	411 369	149^186	258 131^	206 156^							
9.30 - 10.00										A 11.2 24 816	1882	693 235	758 215	425 461	128^229	670 256	405 352	170 205	266 136^	188 152							
10.00 - 10.30										A 11.7 25 853	1790	719 302	767 237	437 438	131^237	639 218	406 369	174 197	220 120^	164 146							
10.30 - 11.00										A 11.7 25 853	1849	765 319	819 288	486 464	119^224	625 181	377 367	179 199	213 106^	192 157							
ABC MONDAY NIGHT BASEBALL 6 191 186										A 13.7 26 999	1694	505 155	543 150	292 281	85^187	848 283	454 398	179 333	154 39^	149 108^							
1 MON. 8.00P 180 ABC SE 99 99										B 12.9 25 940																	
2 MON. 8.00P 170										A 10.8 24 787	1704	545 150^	593 162	303 307	97^206	777 244	399 398	195 319	147^ 55^	187 143^							
8.00 - 8.30										A 12.8 26 933	1677	515 138	555 127^	300 292	102^201	813 236	429 391	191 322	152 41^	157 120^							
8.30 - 9.00										A 14.0 27 1021	1714	493 156	533 147	296 302	84^175	828 247	422 369	185 348	160 40^	193 128							
9.00 - 9.30										A 14.7 27 1072	1665	456 136	496 130	272 264	65^165	839 280	450 392	170 334	157 37^	173 121							
9.30 - 10.00										A 16.2 28 1181	1688	488 151	520 145	268 253	78^188	903 326	495 410	177 344	154 36^	111 77^							
10.00 - 10.30										A 13.8 24 1006	1721	538 212	561 186	298 265	82^189	914 334	502 439	160 332	178 42^	68^ 55^							
10.30 - 11.00																											
ABC NEWSBRIEF-M-F 206 181 176										A 13.4 26 977	1831	694 293	779 356	515 419	84 189	581 235	341 297	103 176	208 121	263 197							
1 MON. 10.58P 1 ABC N 96 92										B 17.7 29 1290																	
TU & W 9.58P 1																											
THU. 9.28P 1																											
FRI. 8.58P 1																											
2 MON. 10.49P 1																											
ABC NEWSBRIEF-SAT. 42 184 188										A 17.5 38 1276	1937	698 207	757 298	444 399	103 242	516 227	330 300	84^150	293 171	371 292							
SAT. 9.58P 1 ABC N 96 97										B 18.7 34 1363																	
ABC NEWSBRIEF-SUN. 41 191 189										A 10.7 23 780	2085	730 272	838 354	552 457	129^221	774 327	548 469	101^174	230 155	243 166							
SUN. 8.58P 1 ABC N 97 97										B 17.2 28 1254																	
ABC SATURDAY COMEDY SPEC. 5 198 189										A 8.7 22 634	2002	628 209	724 226	376 368	130^286	468 202	290 210	82^160^	384 175^	426 304							
1 SAT. 8.30P 30 ABC CS 96 95										B 9.5 24 693																	
2 SAT. 8.00P 60										A 8.9 23 649	2182	645 236^	749 240^	352^358^	120^323^	434 159^	284^221^	85^150^	467 262^	532 331^							
8.00 - 8.30										A 8.6 22 627	1901	618 197	711 220	386 371	135^266	483 224	291 207	80^164^	337 128^	370 288							
8.30 - 9.00																											
ABC SATURDAY EVENING NEWS 29 118 118										A 3.0 9 219	1329	453^118^	489^105^	146^180^	195^264^	750 143^	306^315^	123^365^	40^ 27^	50^ LT							
1 SAT. 6.30P 30 ABC N 67 67										B 5.0 12 365																	
2 SAT. 6.34P 26																											
ABC SUMMER MOVIE 6 181 183										A 14.4 27 1050	1663	712 285	787 301	527 436	125 205	564 176	343 321	130 168	133 77^	179 156							
THU. 9.30P 90 ABC FF 95 96										B 16.1 30 1174																	
9.30 - 10.00										A 13.2 25 962	1567	664 261	740 264	500 409	119^201	517 144	310 307	108^151	118^ 88^	192 161							
10.00 - 10.30										A 14.6 26 1064	1733	733 293	802 310	545 456	126 199	586 186	357 319	142 180	146 72^	199 169							
10.30 - 11.00										A 15.3 29 1115	1693	742 302	816 329	534 447	128 211	588 193	358 335	139 176	139 73^	150 142							
ABC SUNDAY NIGHT MOVIE 31 190 195										A 13.9 27 1013	1888	691 204	733 233	459 423	134 200	878 376	578 521	140 217	128 51^	149 105^							
1 SUN. 9.00P 146 ABC FF 98 99										B 19.9 33 1451																	
2 SUN. 9.00P 120										A 13.0 26 948	1929	670 204	715 245	457 403	131 191	889 399	592 505	162 218	148 53^	177 100^							
9.00 - 9.30										A 13.9 26 1013	1808	631 207	679 204	417 387	136 195	889 385	580 532	154 224	130 48^	110^ 72^							
9.30 - 10.00										A 14.6 27 1064	1852	670 196	706 204	448 420	126 182	850 354	569 512	133 216	137 58^	159 122							
10.00 - 10.30										A 14.6 28 1064	1842	697 201	735 221	460 431	137 198	825 350	547 498	127 208	128 58^	154 119							
10.30 - 11.00										A 13.4 31 977	2116	857 219^	914 357	579 527	129^258	988 398	620 584	116^226^	81^ 22^	133^ 133^							

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)														
														18-34		WOMEN 18-49		25-54		55-64		55+		TOTAL		18-34		18-49		25-54		55-64		55+		TOTAL FEM.		TOTAL M.	
EVENING CONT'D																																							
ABC WORLD NEWS TONIGHT 15 198 199 A 7.4 19 539 1599 667 285 769 242 398 358 126 289 638 192 317 296 155 257 106^ 61^ 86^ 57^																																							
M-F 6.30P 30 ABC N 99 99 B 7.5 19 547																																							
ALICE 34 197 194 A 19.9 40 1451 1895 763 273 855 302 457 373 110 324 564 180 293 288 106 223 188 112 288 187																																							
1 SUN. 8.30P 30 CBS CS 99 99 B 22.0 35 1604																																							
2 SUN. 9.30P 30																																							
ALL IN THE FAMILY 38 195 196 A 21.7 43 1582 1937 777 277 871 311 480 382 112 319 606 203 349 331 93 203 189 90 271 213																																							
1 SUN. 9.00P 60 CBS CS 99 99 B 22.6 36 1648																																							
2 SUN. 9.00P 30																																							
9.00 - 9.30 A 20.6 41 1502 1895 739 284 840 303 453 352 114 317 597 208 335 318 102 205 186 95 272 214																																							
9.30 - 10.00 A 24.1 46 1757 1995 838 265 920 321 521 431 114^325 616 193 371 349 77^199 192 80^ 267 213																																							
BABY, I'M BACK 8 185 185 A 10.4 27 758 2021 858 298 903 329 501 420 89^331 526 158^ 289 278 95^199 308 243 284 139^																																							
SAT. 8.30P 30 CBS CS 95 96 B 9.9 25 722																																							
BARNABY JONES(B) 190 A 11.1 26 809 1674 776 190^ 847 174^ 378 386 101^382 539 92^ 279^301 52^203^ 220^193^ 68^ 45^																																							
1 SAT. 9.00P 120 CBS PD 99																																							
9.00 - 9.30 A 9.3 23 678 1671 784 195^ 874 214^ 372 343^ 118^423 539 88^ 287^294^ 62^205^ 188^188^ 70^ 43^																																							
9.30 - 10.00 A 10.8 25 787 1637 772 179^ 851 191^ 378 360 108^390 524 87^ 280^295^ 63^199^ 182^163^ 80^ 49^																																							
10.00 - 10.30 A 11.7 26 853 1714 771 206^ 829 142^ 368 414 96^361 552 93^ 290 310 45^201^ 265^210^ 68^ 44^																																							
10.30 - 11.00 A 12.4 27 904 1685 789 183^ 851 157^ 399 429 85^366 547 102^ 268 305 37^205^ 235^211^ 52^ 40^																																							
BARNABY JONES 32 183 A 19.2 36 1400 1696 723 242 779 224 378 377 170 287 553 198 343 292 100^173 212 92^ 152^ 123^																																							
2 THU. 10.00P 60 CBS PD 97 B 20.1 36 1465 1694 721 246 781 213 374 381 166^285 544 191 340 288 98^168 209 94^ 160^ 130^																																							
10.00 - 10.30 A 19.1 35 1392 1701 725 237 776 232 380 374 173 289 565 208 345 296 103^180 216 92^ 144^ 117^																																							
10.30 - 11.00 A 19.2 37 1400																																							
BARNEY MILLER 37 194 195 A 14.9 30 1086 1558 672 244 738 314 470 394 102^217 479 169 285 251 103^154 126 82^ 215 158																																							
THU. 9.00P 30 ABC CS 99 98 B 20.1 33 1465																																							
BIG EVENT-TUE. 21 205 195 A 12.8 24 933 1837 733 287 834 325 522 439 146 239 623 283 391 343 66^173 164 105^ 216 119^																																							
TUE. 9.00P 120 NBC FV 99 95 B 17.6 29 1283																																							
9.00 - 9.30 A 9.7 19 707 1816 733 250 817 298 483 464 139^239 654 286 382 369 63^192 151^ 84^ 194 125^																																							
9.30 - 10.00 A 12.1 23 882 1802 737 287 841 335 528 449 149 241 636 283 393 348 72^182 158 100^ 167 100^																																							
10.00 - 10.30 A 14.3 27 1042 1873 748 300 856 345 551 436 141 240 599 272 388 324 60^164 169 109^ 249 134																																							
10.30 - 11.00 A 15.2 29 1108 1838 709 291 815 317 517 415 149 234 616 290 399 344 69^160 169 114 238 115																																							
BIG EVENT 40 208 207 A 11.9 24 868 1881 779 293 862 339 516 459 100^269 758 301 444 468 121^222 120^ 49^ 141 114^																																							
1 SUN. 8.00P 180 NBC FV 99 99 B 18.8 31 1371																																							
2 SUN. 9.00P 120																																							
8.00 - 8.30 A 10.7 26 780 1817 758 404 758 293^ 446 329 104^249^ 660 235^ 318 385 147^224^ 100^ 51^ 299^ 238^																																							
8.30 - 9.00 A 11.7 27 853 1868 771 307 785 277 448 413 105^264^ 688 243^ 353 396 152^240^ 112^ 49^ 283 205^																																							
9.00 - 9.30 A 11.3 22 824 1877 762 273 846 342 514 479 84^245 763 311 473 496 99^198 116^ 55^ 152 110^																																							
9.30 - 10.00 A 11.5 21 838 1853 807 306 888 358 534 508 91^265 766 301 453 480 111^213 96^ 43^ 103^ 77^																																							
10.00 - 10.30 A 12.8 24 933 1894 781 274 886 354 541 475 103^275 763 301 454 473 112^222 149 52^ 96^ 89^																																							
10.30 - 11.00 A 13.1 25 955 1874 761 256 883 343 517 442 108^296 788 334 476 487 120^229 129 49^ 74^ 74^																																							
BIONIC WOMAN 30 216 216 A 11.4 30 831 1857 630 169 748 252 419 379 93^243 614 232 390 348 78^170 224 127^ 271 189																																							
SAT. 8.00P 60 NBC A 98 99 B 15.4 30 1123																																							
8.00 - 8.30 A 10.5 28 765 1829 619 155^ 739 251 412 355 93^252 615 236 390 338 83^178 236 143^ 239 153^																																							
8.30 - 9.00 A 12.2 31 889 1876 640 178 758 253 428 400 92^236 610 227 387 355 73^163 212 111^ 296 217																																							
BLACK SHEEP SQUADRON 3 189 202 A 13.0 24 948 1978 708 200 726 253 392 366 141 257 744 309 453 425 121^186 263 107^ 245 138																																							
CONT'D																																							



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	Y	Avg. Aud. %	Avg. Share %	Avg. Aud. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-49	18-25-54	55-64	55+	18-34	18-49	18-25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																										
BLACK SHEEP SQUADR-CONT'D																										
	WED.	9.00P	60	NBC	A		96	99		B 12.9	24	940	1972	688 189	718 252	383 349	146 264	733 305	445 424	114^183	251 101^	270 151				
		9.00 - 9.30								A 12.3	23	897	1958	712 204	719 249	390 372	137 249	744 306	454 425	126 184	274 112^	221 125				
		9.30 - 10.00								A 13.8	25	1006														
BOB NEUHART SHOW																										
	SAT.	8.00P	30	CBS	CS		182	181		A 10.0	27	729	1997	729 245	757 284	380 311	104^306	613 221	367 301	100^220	374 254	253 151^				
										B 14.8	29	1079														
CAROL BURNETT SHOW																										
	1 WED.	8.00P	60	CBS	CV		180	97		A 10.4	23	758	1743	727 326	758 157^	388 408	159^293^	499 108^	213^227^	77^239^	262^149^	224^ 160^				
		8.00 - 8.30								B 10.6	23	773	1710	705 275^	735 142^	337 381	166^309^	493 101^	188^200^	70^257^	274^168^	208^ 160^				
		8.30 - 9.00								A 9.7	23	707	1756	742 366	769 169^	427 431	152^275^	497 114^	233^242^	83^222^	252^132^	238^ 159^				
										A 11.1	24	809														
CARTER COUNTRY																										
	TUE.	9.30P	30	ABC	CS		190	189		A 17.5	33	1276	1937	776 316	831 388	549 484	105 205	515 205	271 258	91^178	268 157	323 251				
										B 19.3	34	1407														
CBS EVENING NEWS-CRONKITE																										
	M-F	6.30P	30	CBS	N		200	201		A 10.6	27	773	1503	678 214	733 127	275 331	159 377	565 138	210 252	151 280	87 46^	118 57^				
										B 14.1	29	1028														
CBS EVENING NEWS																										
	SUN.	6.30P	30	CBS	N		29	172		A 7.5	21	547	1600	684 186^	724 149^	229 240	165^415	727 184^	282 323	154^357	92^ 40^	57^ 20^				
										B 9.1	20	663														
CBS FAMILY FILM CLASSICS																										
	TUE.	8.00P	60	CBS	FF		7	175		A 8.5	18	620	1713	629 156^	687 168^	280 307	152^294	495 137^	271 312	101^150^	120^ 79^	411 200				
		8.00 - 8.30								B 10.1	21	736	1616	628 149^	687 160^	260 289	152^314	495 136^	259 291	113^167^	94^ 70^	340 171^				
										A 8.4	19	612														
8.30 - 9.00																										
										A 8.6	18	627	1796	627 162^	686 172^	294 327	151^273	492 136^	276 328	90^139^	141^ 85^	477 228				
CBS FRIDAY NIGHT MOVIE																										
	FRI.	9.00P	120	CBS	FF		19	182		A 9.4	20	685	1696	573 183	617 235	378 353	105^193	650 304	451 403	63^138^	189 84^	240 189				
		9.00 - 9.30								B 15.6	27	1137														
		9.30 - 10.00								A 10.5	23	765	1752	619 181	664 226	402 366	107^215	649 297	433 367	63^154^	170 72^	269 201				
		10.00 - 10.30								A 9.2	19	671	1636	547 169^	571 185	321 306	116^206	641 304	443 378	54^141^	184 92^	240 191				
		10.30 - 11.00								A 8.9	19	649	1727	579 171^	621 262	392 358	100^184	659 307	464 418	67^136^	202 89^	245 203				
										A 9.0	19	656	1671	545 206	613 279	402 386	92^162^	662 309	478 454	70^126^	193 81^	203 167^				
CBS REPORTS(S)																										
	2 WED.	10.00P	60	CBS	DN		189	98		A 11.1	21	809	1590	652 287^	690 257^	419 386	102^207^	742 313	510 431	148^200^	77^ 28^	81^ 62^				
		10.00 - 10.30								A 11.3	21	824	1637	675 297	715 262^	439 411	112^211^	763 324	535 452	144^195^	76^ 25^	83^ 65^				
		10.30 - 11.00								A 10.9	21	795	1522	624 272^	659 253^	399 360	91^199^	717 301	481 403	154^206^	72^ 28^	74^ 57^				
CBS SAT. NEWS-SCHIEFFER																										
	SAT.	6.30P	30	CBS	N		40	152		A 7.2	22	525	1499	697 238	754 120^	233 274	215^445	571 139^	223^288	147^261	44^ 15^	130^ 13^				
										B 10.2	23	744														
CBS SATURDAY NIGHT MOVIE																										
	2 SAT.	9.00P	120	CBS	FF		7	182		A 11.5	25	838	2036	737 349	802 287	564 562	114^179^	766 297	537 466	138^200^	188^ 88^	280^ 223^				
		9.00 - 9.30								B 12.1	26	882														
		9.30 - 10.00								A 11.9	27	868	2056	729 315	779 253^	524 518	124^210^	711 257^	481 411	115^197^	233^120^	333 275				
		10.00 - 10.30								A 12.4	27	904	1914	709 320	754 249^	524 532	109^180^	691 270	490 429	117^180^	194^102^	275 216^				
		10.30 - 11.00								A 11.1	24	809	2098	746 390	833 330	605 590	111^159^	818 340	585 489	161^201^	164^ 63^	283^ 226^				
										A 10.4	22	758	2120	777 385	863 333	619 624	108^161^	871 337	613 556	171^224^	155^ 62^	231^ 171^				
CBS TUESDAY NIGHT MOVIES																										
	TUE.	9.00P	120	CBS	FF		19	176		A 15.5	29	1130	1676	738 258	762 281	451 416	129 239	592 220	379 384	112 156	157 71^	165 130				
		9.00 - 9.30								B 15.8	27	1152														
		9.30 - 10.00								A 12.8	25	933	1659	731 266	755 249	402 399	157 260	562 202	348 369	121^157	120^ 60^	222 144				
		10.00 - 10.30								A 14.8	28	1079	1699	742 271	766 290	443 413	139 238	576 218	371 372	102^146	162 74^	195 151				
		10.30 - 11.00								A 17.0	32	1239	1666	731 255	754 282	464 421	115 229	599 225	385 383	108 157	169 75^	144 121				
										A 17.6	33	1283	1652	744												



FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																		
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
										WOMEN										MEN					TEENS (12-17)		CHILDREN (2-11)	
										TOTAL										TOTAL					TOTAL		TOTAL	
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION														
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
										TOTAL					WOMEN					MEN				
										18-34					18-49					18-49				
										25-54					25-54					25-54				
										55-64					55-64					55-64				
										55+					55+					55+				
										TOTAL					TOTAL					TOTAL				
										18-34					18-49					18-49				
										25-54					25-54					25-54				
										55-64					55-64					55-64				
										55+					55+					55+				
										TOTAL					TOTAL					TOTAL				
										18-34					18-49					18-49				
										25-54					25-54					25-54				
										55-64					55-64					55-64				
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION												
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
TEENS (12-17)										CHILDREN (2-11)													
TOTAL FEM.										TOTAL 6-11													
MEN																							
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																					
T/C THIS SEASON										NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 8-11					
LATE FRINGE CONT'D																															
SATURDAY NIGHT-CONT'D																															
1 SAT.		11.44P	79	NBC	GV	97	98	B	9.7	32	707																				
2 SAT.		11.30P	80					A	11.9	38	868	1969	541	168^	628	382	512	332	67^	93^	806	461	685	500	61^	91^	404	231^	131^	114^	
		11.30 - 12.00						A	10.2	37	744	2078	576	185	700	499	601	310	56^	64^	773	491	678	460	49^	70^	437	281	168	145^	
		12.00 - 12.30						A	8.1	34	590	1995	554	197^	588	383	505	297	46^	58^	814	507	688	481	46^	66^	488	292	105^	91^	
		12.30 - 1.00																													
SOAP-MON																															
1 MON.		11.30P	32	ABC	CS	96	96	B	7.8	25	569	1649	578	160^	599	282	394	369	71^	129^	547	301	395	282	74^	114^	327	231	176^	176^	
2 MON.		11.30P	33					A	7.4	25	539																				
SOAP-TUE																															
1 TUE.		11.30P	33	ABC	CS	96	96	B	7.9	26	576	1705	521	210	691	319	500	404	61^	125^	592	346	484	392	43^	81^	336	142^	86^	86^	
2 TUE.		11.30P	31						7.3	24	532																				
STARSKY AND HUTCH-11:30																															
1 THU.		11.30P	67	ABC	OP	97	96	B	7.5	26	547	1810	633	93^	653	275	394	370	38^	157^	530	276	403	260	55^	80^	367	198^	260	260	
2 THU.		11.30P	68					A	7.0	27	510																				
		11.30 - 12.00						A	8.1	24	590	1788	639	128^	661	252	395	378	44^	162^	549	282	413	265	48^	86^	339	183^	239	239	
		12.00 - 12.30						A	7.5	28	547	1819	604	51^	617	277	377	355	33^	149^	509	273	385	242	62^	80^	397	222	296	296	
TOMA																															
						24	161	162	A	4.3	24	313	1511	556	182^	648	339^	450	346^	LT	101^	521	186^	398	338^	77^	77^	271^	153^	71^	71^
1 THU.		12.37A	37	ABC	OP	95	94	B	4.3	26	313																				
2 THU.		12.38A	36					A	4.4	23	321	1530	622	143^	676	331^	409	387	LT	114^	530	188^	393	339^	84^	84^	246^	158^	78^	78^	
TOMORROW SHOW																															
M-TH		1.00A	45	NBC	CC	97	97	A	2.4	18	175	1286	681	269^	744	229^	339	378	73^	251^	400	234^	285^	234^	56^	86^	131^	LT	LT	LT	
		1.00 - 1.30						B	2.6	21	190																				
								A	2.6	18	190	1253	679	263^	737	210^	321	379	89^	259^	384	226^	274^	232^	58^	84^	121^	27^	LT	LT	
TONIGHT SHOW																															
1 MON.		11.30P	78	NBC	GV	99	99	B	8.1	30	590	1497	737	301	780	235	414	437	130	251	530	238	359	315	85^	136	150	69^	37^	37^	
1 TU & F		11.30P	75						8.1	31	590																				
1 WED.		11.30P	80																												
1 THU.		11.30P	79																												
2 M & W		11.30P	75																												
2 TUE.		11.30P	80																												
2 TH & F		11.30P	77																												
		11.30 - 12.00						A	9.6	30	700	1531	746	310	784	231^	421	438	129	256	562	239	369	317	93	155	146	71^	39^	39^	
		12.00 - 12.30						A	7.9	31	576	1474	732	295	771	237	405	430	133	248	504	234	351	308	80^	124	158	70^	41^	41^	
		12.30 - 1.00						A	5.6	29	408	1336	602	317	629	215	370	326	89^	198	539	256	415	385	50^	92^	138^	42^	30^	30^	
TUESDAY MOVIE OF THE WEEK																															
1 TUE.		12.03A	64	ABC	FF	96	96	A	3.9	22	284	1458	555	299^	657	229^	453	371^	45^	154^	589	258^	413^	376^	92^	106^	138^	78^	74^	74^	
2 TUE.		12.01A	104					B	3.9	22	284																				
		12.00 - 12.30						A	4.5	20	328	1305	479	231^	570	205^	372	287^	52^	155^	486	211^	351^	301^	82^	98^	170^	79^	79^	79^	
		12.30 - 1.00						A	4.0	22	292	1435	613	308^	689	257^	459	405^	45^	148^	568	239^	373^	394^	93^	113^	137^	75^	41^	41^	
		1.00 - 1.30						A	3.3	26	241	1855	606^	436^	805^	223^	631^	470^	37^	174^	837^	390^	618^	484^	108^	108^	71^	71^	142^	142^	
WED. MYSTERY OF THE WEEK																															
1 WED.		12.35A	66	ABC	SM	92	92	A	3.5	22	255	1278	659	310^	686	333^	533	392^	114^	133^	235^	86^	122^	169^	59^	66^	200^	43^	157^	157^	
2 WED.		12.33A	63					B	3.3	23	241																				
CONT'D																															





### PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
													VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11											
WEEKDAY DAYTIME CONT'D																																						
FOR RICHER, FOR POORER M-F 1.00P 30 NBC DD 143 156 155 81 81															A 2.8 11 204	1451	791	137^	820	255^	397	416	83^	349	323	109^	133^	107^	103^	181^	150^	127^	158^	118^				
															B 3.6 14 262																							
GENERAL HOSPITAL M-F 3.00P 60 ABC DD 123 190 190 98 98															A 7.2 26 525	1404	817	160	924	428	561	493	128	243	171	81^	98^	54^	28^	57^	166	113	143	98				
3.00 - 3.30															A 7.1 25 518	1387	807	151	918	436	565	500	124	229	169	85^	98^	53^	28^	54^	170	117	130	94^				
3.30 - 4.00															A 7.3 27 532	1381	803	159	904	409	543	479	127	247	165	75^	94^	51^	27^	58^	158	107^	154	102^				
															A 7.2 26 525																							
GONG SHOW 1 M-F 12.30P 30 NBC QG 144 170 85															A 5.5 21 401	1534	390	58^	407	198^	250^	141^	32^	146^	365	115^	135^	84^	55^	210^	348	146^	414	269^				
															B 4.8 19 350																							
GOOD MORNING, AMERICA-730 M-F 7.30A 30 ABC N 200 183 183 98 98															A 2.0 22 146	1260	746	178^	788	241^	371^	383^	117^	315^	349^	54^	138^	158^	83^	171^	54^	17	69^	17				
															B 2.9 21 211																							
GOOD MORNING, AMERICA-830 M-F 8.30A 30 ABC N 200 188 188 94 94															A 3.1 20 226	1358	716	137^	768	212^	366	399	106^	286	415	110^	212^	155^	106^	194^	99^	36^	76^	71^				
															B 3.5 21 255																							
GUIDING LIGHT M-F 2.30P 60 CBS DD 166 191 192 99 99															A 7.3 27 532	1333	791	181	836	198	436	404	191	348	168	49^	68^	50^	34^	83^	207	120	122	86^				
2.30 - 3.00															B 7.7 28 561																							
3.00 - 3.30															A 7.5 28 547	1309	799	182	856	206	460	419	185	345	147	41^	57^	38^	28^	81^	183	113	123	82^				
															A 7.2 26 525	1322	762	169	804	186	402	381	190	346	176	51^	66^	57^	39^	84^	226	123	116	85^				
HAPPY DAYS M-F 11.00A 30 ABC CS 198 169 170 95 95															A 8.6 37 627	1691	410	109	450	235	345	265	29^	72^	171	118	140	88^	14^	26^	462	246	608	448				
															B 6.4 30 467																							
LOVE OF LIFE M-F 10.30A 30 NBC QP 195 186 185 94 94															A 4.8 23 350	1394	668	140^	689	181	304	266	117^	308	276	82^	96^	128^	38^	123^	186	56^	243	163^				
															B 5.2 27 379																							
LOVE OF LIFE M-F 11.30A 30 CBS DD 198 184 185 97 97															A 5.6 23 408	1267	715	160	805	262	439	422	142^	299	113^	30^	57^	48^	26^	45^	170	127^	179	103^				
															B 5.8 26 423																							
MATCH GAME '78 M-F 4.00P 30 CBS QP 135 149 153 82 83															A 5.9 21 430	1372	616	118^	674	168	302	300	115^	306	276	44^	74^	92^	50^	175	224	88^	198	156				
															B 5.8 18 423																							
NEW HIGH ROLLERS M F 11.00A 30 NBC QG 60 195 195 98 98															A 5.2 23 379	1369	718	106^	751	160	250	232	164	417	262	52^	82^	82^	55^	154^	172	72^	184	110^				
															B 5.1 25 372																							
NEW TIC TAC DOUGH M-F 10.00A 30 CBS QG 20 156 158 84 84															A 3.8 20 277	1679	643	101^	740	210^	376	357	116^	304	238	65^	123^	112^	35^	97^	278	130^	423	297				
															B 3.9 21 284																							
ONE LIFE TO LIVE M-F 2.00P 60 ABC DD 125 190 190 99 99															A 7.4 28 539	1518	854	183	940	445	586	515	133	226	188	96^	117	59^	24^	54^	255	190	135	94^				
2.00 - 2.30															B 7.1 26 518																							
2.30 - 3.00															A 7.0 26 510	1565	860	209	956	459	601	519	127	219	183	100^	117	54^	21^	51^	287	218	139	98^				
															A 7.7 29 561	1474	853	159	934	436	576	513	140	236	190	95^	115	59^	25^	58^	224	166	126	86^				
PRICE IS RIGHT 1 M-F 10.30A 30 CBS AP 137 182 183 92 92															A 5.9 29 430	1660	545	128^	622	197	285	267	60^	269	251	45^	131^	148	24^	96^	298	160	489	322				
															B 5.7 29 416																							
PRICE IS RIGHT 2 M-F 11.00A 30 CBS AP 142 182 182 92 92															A 6.1 27 445	1661	620	142	708	249	356	291	46^	294	264	42^	138	133	21^	101^	309	148	380	245				
															B 6.1 28 445																							
RYAN'S HOPE M-F 12.30P 30 ABC DD 199 181 181 96 96															A 7.3 28 532	1508	713	192	860	419	548	478	68^	166	161	48^	78^	72^	27^	65^	302	234	185	150				
															B 6.9 28 503																							
SANFORD AND SON M-F 1 M-F 12.00N 30 NBC CS 55 166 81															A 4.8 19 350	1714	509	86^	509	158^	317^	267^	38^	192^	368	63^	144^	156^	32^	188^	376	88^	461	359				
															B 4.0 17 292																							
SEARCH FOR TOMORROW M-F 12.30P 30 CBS DD 197 188 189 97 97															A 7.1 27 518	1367	769	195	860	254	469	450	134	320	138	22^	50^	50^	11^	75^	220	166	149	88^				
															B 7.1 29 518																							



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2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																	
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
							AVG. AUD. SHARE %	AVG. AUD. (0,000)		TOTAL	18- 34			18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+				
WEEKDAY DAYTIME CONT'D																											
TODAY SHOW-7.30AM																											
M-F 7.30A 30 NBC N 199 215 215 A 3.5 30 255 1239 776 207^ 780 82^ 223^ 306 185^ 463 381 60^ 98^ 121^ 90^ 232 23^ LT 55^ 32^																											
TODAY SHOW-8.30AM																											
M-F 8.30A 30 NBC N 200 211 211 A 3.4 26 248 1395 759 148^ 791 96^ 250 331 109^ 428 459 72^ 173^ 205^ 73^ 242 72^ 52^ 73^ 61^																											
\$20,000 PYRAMID																											
M-F 12.00N 30 ABC QG 125 163 162 A 5.8 23 423 1641 641 121^ 696 256 343 317 80^ 249 220 75^ 133^ 107^ 16^ 77^ 391 238 334 234																											
WHEEL OF FORTUNE																											
M-F 11.30A 30 NBC QG 60 199 198 A 6.6 27 481 1480 617 111^ 651 90^ 208 228 108^ 379 299 46^ 114^ 105^ 42^ 165 251 106^ 279 229																											
YOUNG AND THE RESTLESS																											
M-F 12.00N 30 CBS DD 197 193 194 A 7.6 29 554 1421 805 185 895 332 536 468 126 274 131 30^ 50^ 53^ 14^ 67^ 231 184 164 109																											
WEEKEND DAYTIME																											
ABC WIDE WORLD-SPORTS SAT 33 204 205 A 6.9 23 503 1541 301 73^ 345 136^ 222^ 197^ 43^ 95^ 756 356 526 455 92^ 176^ 199^ 25^ 241 195^																											
1 SAT. 5.00P 90 ABC SA 99 99 B 9.5 26 693																											
2 SAT. 3.30P 184																											
3.30 - 4.00 A 5.0 17 365 1868 473^ 53^ 522^ 264^ 434^ 396^ LT 38^ 600^ 273^ 424^ 340^ LT 157^ 349^ 43^ 397^ 397^																											
4.00 - 4.30 A 6.3 22 459 1597 272^ 31^ 313^ 134^ 254^ 214^ LT 37^ 730 409^ 570 420^ LT 147^ 251^ 44^ 303^ 303^																											
4.30 - 5.00 A 7.1 23 518 1546 265^ 87^ 303^ 120^ 232^ 184^ 14^ 54^ 699 333^ 534 396^ 40^ 133^ 291^ 41^ 253^ 253^																											
5.00 - 5.30 A 6.2 21 452 1400 236^ 104^ 298 119^ 199^ 156^ 42^ 91^ 746 339 521 492 91^ 164^ 212^ 24^ 144^ 144^																											
5.30 - 6.00 A 7.3 24 532 1451 256 77^ 312 104^ 172^ 157^ 55^ 115^ 804 378 534 490 141^ 187^ 167^ 14^ 168^ 150^																											
6.00 - 6.30																											
ALL NEW SUPERFRIENDS I																											
SAT. 8.30A 30 ABC CA 4 192 192 A 2.9 28 211 1384 175^ 52^ 180^ 99^ 99^ 67^ 39^ 81^ 33^ 33^ 33^ LT LT 161^ LT 1010 568																											
ALL NEW SUPERFRIENDS II																											
SAT. 9.00A 30 ABC CA 4 191 192 A 4.5 32 328 1720 202^ 64^ 247^ 134^ 134^ 116^ LT 92^ 155^ 112^ 134^ 98^ LT LT 290^ 128^ 1028 488																											
AMERICAN BANDSTAND '78																											
SAT. 12.30P 60 ABC PC 38 163 167 A 4.7 21 343 1548 476 228^ 558 319^ 449 311^ 49^ 82^ 428 219^ 315^ 218^ 36^ 90^ 264^ 127^ 298^ 193^																											
12.30 - 1.00 A 5.1 21 372																											
1.00 - 1.30 A 4.2 19 306 1706 462 189^ 550 314^ 434 295^ 50^ 89^ 435 244^ 318^ 213^ 36^ 78^ 368^ 186^ 353^ 223^																											
ANIMALS, ANIMALS, ANIMALS																											
SUN. 11.30A 30 ABC CL 40 142 147 A 3.0 17 219 1479 402^ 92^ 452^ 215^ 347^ 252^ 55^ 55^ 403^ 101^ 252^ 252^ 151^ 151^ 264^ LT 360^ 242^																											
83 86 B 3.0 15 219																											
BAGGY PANTS & THE NITWITS																											
SAT. 11.00A 30 NBC CA 22 201 198 A 3.7 17 270 1878 263^ 141^ 263^ 163^ 263^ 122^ LT LT 201^ 75^ 182^ 201^ LT LT 421^ 207^ 993 552																											
97 96 B 4.4 19 321																											
BATMAN/TARZAN ADV I																											
SAT. 10.30A 30 CBS CA 33 196 196 A 6.6 31 481 1503 245^ 83^ 288 163^ 218^ 179^ 45^ 45^ 189^ 128^ 150^ 85^ 27^ 39^ 210^ 58^ 816 465																											
99 99 B 7.7 32 561																											
BATMAN/TARZAN ADV II																											
SAT. 11.00A 30 CBS CA 33 197 197 A 7.3 33 532 1699 317 103^ 345 204^ 266 228 36^ 36^ 204^ 143^ 151^ 107^ 21^ 36^ 279 84^ 871 557																											
99 99 B 8.6 35 627																											
BUGS BUNNY/ROAD RUNNER 1																											
SAT. 9.00A 30 CBS CA 33 197 198 A 4.7 30 343 1350 190^ 38^ 190^ 108^ 131^ 82^ 38^ 38^ 289^ 175^ 185^ 100^ 40^ 104^ 174^ 87^ 697 394																											
99 99 B 6.6 32 481																											
BUGS BUNNY/ROAD RUNNER 2																											
SAT. 9.30A 30 CBS CA 33 200 200 A 6.3 34 459 1516 314 163^ 332 224^ 270 158^ 32^ 32^ 213^ 159^ 167^ 96^ 46^ 46^ 213^ 81^ 758 406																											
99 99 B 8.3 36 605																											
BUGS BUNNY/ROAD RUNNER 3																											
SAT. 10.00A 30 CBS CA 33 200 198 A 7.2 36 525 1461 289 146^ 314 203^ 249 170^ 27^ 27^ 164^ 88^ 120^ 83^ 44^ 44^ 215^ 63^ 768 419																											
99 99 B 9.1 38 663																											

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																	
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
TOTAL										MEN																	
TOTAL										TEENS (12-17)																	
TOTAL										CHILDREN (2-11)																	
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
										WOMEN		MEN			TEENS		CHILDREN									
WK	START	DUR	NET	TYPE	WK 1	WK 2	K	AVG. AUD. SHARE	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11	
WEEKEND DAYTIME CONT'D																										
IN THE NEWS-	9.56AM				33	199	199	A	6.9 36	503	1505	317 185^	340	232^	278	161^	27v	27v	190^	140^	149^	99^	41v	41v	214^	73^
SAT.	9.56A	3	CBS	N	99	99	99	B	8.9 38	649																
IN THE NEWS-	10.26AM				42	200	198	A	6.8 34	496	1389	281 139^	305	191^	237^	178^	29v	29v	156^	75^	108^	76^	48v	48v	219^	69^
SAT.	10.26A	3	CBS	N	99	99	99	B	8.4 34	612																
IN THE NEWS-	10.56AM				42	195	195	A	6.7 31	488	1555	268 97^	294	158^	238^	178^	49v	49v	194^	127^	155^	79^	25v	39v	220^	56v
SAT.	10.56A	3	CBS	N	99	99	99	B	7.6 31	554																
IN THE NEWS-	11.26AM				42	197	197	A	7.4 34	539	1742	316 107^	345	202^	270	229	31v	31v	219^	148^	156^	118^	26v	42v	297	84^
SAT.	11.26A	3	CBS	N	99	99	99	B	8.2 33	598																
IN THE NEWS-	11.56AM				41	192	193	A	5.1 25	372	1667	325 228^	386	281^	333	145^	53v	53v	176^	63v	63v	89^	25v	51v	295^	151^
SAT.	11.56A	3	CBS	N	98	98	98	B	7.2 30	525																
IN THE NEWS-	12.26PM				42	193	192	A	4.8 23	350	1246	335^	355	289^	341^	169^	14v	14v	150^	84v	84v	86v	24v	24v	207^	45v
SAT.	12.26P	3	CBS	N	99	99	99	B	6.3 26	459																
IN THE NEWS-	12.56PM				40	195	191	A	5.5 25	401	1259	235^ 97^	302	242^	254^	127^	LT	LT	200^	142^	155^	56v	45v	45v	249^	149^
SAT.	12.56P	3	CBS	N	96	96	96	B	6.4 26	467																
IN THE NEWS-	1.26PM				37	162	161	A	5.2 23	379	1491	243^ 72v	293^	195^	241^	161^	LT	29v	227^	135^	148^	92^	45v	45v	229^	126^
SAT.	1.26P	3	CBS	N	86	84	84	B	5.1 20	372																
IN THE NEWS-	1.56PM				38	161	161	A	3.8 16	277	1596	315^	362^	217^	236^	177^	LT	116^	188^	149^	163^	77v	25v	25v	197^	136^
SAT.	1.56P	3	CBS	N	87	87	87	B	4.1 16	299																
IN THE NEWS	9.26AM				41	63	64	A	1.2 10	87	1379	58v 58v	194v	56v	125v	194v	LT	LT	LT	LT	LT	LT	LT	LT	LT	
SUN.	9.26A	3	CBS	N	51	51	51	B	1.5 11	109																
IN THE NEWS	9.56AM				41	66	63	A	1.1 8	80	1613	287v 287v	412^	288v	375v	412^	LT	LT	150v	150v	150v	LT	LT	LT	LT	
SUN.	9.56A	3	CBS	N	55	51	51	B	1.7 11	124																
ISSUES AND ANSWERS					42	179	184	A	2.4 14	175	1646	800 212^	835	285^	389^	326^	200^	395^	497^	115v	236^	234^	86v	199^	227^	63v
SUN.	12.00N	30	ABC	CC	98	98	98	B	2.7 12	197																
JABBERJAW					40	92	91	A	2.2 13	160	1950	607^ 138v	607^	230^	493^	351^	94v	94v	195^	LT	56v	127v	68v	68v	548^	250^
SUN.	10.30A	30	ABC	CA	61	61	61	B	2.7 14	197																
KROFFT SUPERSHOW '78 I					3	180	179	A	4.5 23	328	1884	226^ 144^	305^	162^	243^	226^	LT	LT	226^	102^	138^	102^	LT	54v	511	268^
SAT.	11.30A	30	ABC	CL	91	91	91	B	4.9 23	357																
KROFFT SUPERSHOW '78 II					3	180	179	A	4.6 22	335	2167	281^ 102^	358	191^	284^	225^	LT	31v	267^	110^	156^	122^	LT	61v	557	295^
SAT.	12.00N	30	ABC	CL	91	91	91	B	5.0 23	365																
LAND OF THE LOST					22	171	172	A	4.6 22	335	1770	359 146^	377	188^	296^	269^	LT	63v	285^	111^	230^	156^	LT	43v	261^	193^
SAT.	12.00N	30	NBC	CL	86	86	86	B	4.5 21	328																
LOUISVILLE TENNIS TOURN.(S)						175		A	2.7 11	197	1259	330^ 80v	350^	66v	66v	82v	132v	243v	528^	131v	218v	214v	131v	218v	290v	86v
2 SUN.	2.00P	120	CBS	SE		95																				
2.00 - 2.30								A	2.9 12	211	1190	294^ 109v	294^	LT	LT	LT	185v	294^	440^	89v	155v	85v	185v	266v	252v	LT
2.30 - 3.00								A	2.7 11	197	1086^	219v 66v	244v	LT	LT	25v	147v	219v	482^	122v	192v	127v	142v	233v	218v	LT
3.00 - 3.30								A	2.4 9	175	1183^	343v 40v	366^	114v	114v	148v	80v	189v	532^	166v	281v	275v	114v	160v	285v	137v
3.30 - 4.00								A	2.7 10	197	1558	457^ 96v	497^	151v	151v	162v	103v	265v	665^	147v	248v	369^	92v	219v	396^	219v
MEET THE PRESS					40	198	198	A	2.8 16	204	1475	661 92v	661	88v	210^	132v	186^	441^	745	215^	328^	299^	148v	403^	40v	LT
SUN.	12.30P	30	NBC	CC	99	99	99	B	3.2 15	233																

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																									
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)													
										TOTAL					TOTAL					TOTAL FEM.		TOTAL M-11													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	Avg. Aud. Share %	Avg. Aud. (0,000)	Total Persons (2+)	Lady Work-ing House Wom.	18-34	18-49	25-54	55-64	55+	18-34	18-49	25-54	55-64	55+	12-17	2-11											
WEEKEND DAYTIME CONT'D																																			
NBC MAJOR LEAGUE PRE GAME										14	207	201	A	5.3	23	386	2008	556	119	556	240	343	149	96	213	789	285	379	239	144	367	294	LT	369	365
1 SAT. 2.00P 15 NBC SC										97	95	B	5.0	23	365																				
2 SAT. 2.00P 16																																			
NBC MAJOR LEAGUE BASEBALL										14	207	201	A	8.6	32	627	1595	451	126	486	86	194	177	86	258	811	244	406	317	136	345	168	44	130	106
1 SAT. 2.15P 200 NBC SE										97	95	B	7.3	28	532																				
2 SAT. 2.16P 147																																			
2.30 - 3.00										A	7.9	31	576	1585	410	83	451	60	179	163	87	263	801	303	422	241	144	343	215	50	118	118			
3.00 - 3.30										A	8.1	31	590	1603	478	103	527	93	223	162	93	287	825	282	406	313	143	357	142	28	109	72			
3.30 - 4.00										A	8.6	32	627	1568	423	107	471	82	180	159	83	254	837	263	404	342	138	351	160	27	100	56			
4.00 - 4.30										A	9.1	34	663	1555	443	159	485	98	200	202	72	229	825	219	421	337	142	345	124	38	121	82			
4.30 - 5.00										A	11.1	42	809	1565	477	183	483	90	176	189	81	244	817	191	438	396	117	319	173	76	92	76			
5.00 - 5.30										A	9.4	34	685	1717	555	174	555	112	216	190	98	303	795	199	388	353	114	347	218	88	149	147			
PHILADELPHIA OPEN-SAT.(S)										162																									
1 SAT. 4.00P 62 CBS SE										91																									
4.00 - 4.30										A	3.3	13	241	1672	393	91	505	141	223	202	92	282	767	187	336	473	187	294	79	LT	321	LT			
4.30 - 5.00										A	3.3	13	241	1589	311	71	447	148	182	145	87	265	696	207	320	418	204	278	84	LT	362	LT			
										A	3.3	13	241	1755	469	108	560	123	253	253	98	307	834	165	348	522	166	312	79	LT	282	LT			
PHILADELPHIA OPEN-SUN.(S)										179																									
1 SUN. 4.00P 120 CBS SE										97																									
4.00 - 4.30										A	5.0	19	365	1504	554	230	624	142	192	223	125	337	690	99	205	302	255	367	157	LT	33	21			
4.30 - 5.00										A	5.5	20	401	1693	507	200	690	260	328	247	139	306	709	169	291	315	195	298	203	38	91	42			
5.00 - 5.30										A	4.7	18	343	1359	569	172	615	98	136	166	140	400	602	77	170	278	225	324	142	LT	LT	LT	LT		
5.30 - 6.00										A	5.5	20	401	1441	565	234	600	93	137	223	109	342	691	65	150	272	297	419	140	LT	LT	LT	LT		
SCHOOLHOUSE ROCK- 8.25AM										4	188	188	A	7.0	24	510	1453	548	275	579	121	169	232	110	301	716	87	199	323	277	393	132	LT	26	26
SAT. 8.25A 4 ABC CA										98	98	B	2.0	25	146	1377	240	96	240	145	193	144	LT	47	LT	LT	LT	LT	LT	LT	LT	130	40	1007	720
SCHOOLHOUSE ROCK- 9.25AM										4	191	192	A	4.4	29	321	1673	171	56	224	127	127	100	LT	80	152	90	115	115	LT	LT	312	146	985	471
SAT. 9.25A 4 ABC CA										98	99	B	4.0	26	292																				
SCHOOLHOUSE ROCK-10.25AM										4	192	192	A	5.0	25	365	1959	214	151	255	149	204	129	20	51	259	118	173	162	28	28	337	204	1108	630
SAT. 10.25A 4 ABC CA										99	99	B	5.7	28	416																				
SCHOOLHOUSE ROCK-11.25AM										4	192	192	A	5.8	28	423	1898	215	154	307	121	233	218	LT	28	197	57	106	103	37	37	576	291	818	483
SAT. 11.25A 4 ABC CA										99	99	B	5.5	27	401																				
SCHOOLHOUSE ROCK 12.25PM										7	180	179	A	4.2	20	306	2082	314	95	396	204	298	239	19	42	275	104	150	110	23	84	575	302	836	653
SAT. 12.25P 4 ABC CA										91	91	B	4.2	20	306																				
SCHOOLHOUSE ROCK-10.55AM										40	92	91	A	2.4	14	175	1920	570	148	570	223	486	344	84	84	148	LT	64	137	LT	LT	561	223	641	503
SUN. 10.55A 4 ABC CA										61	61	B	2.8	15	204																				
SCHOOLHOUSE ROCK-11.55AM										40	142	147	A	3.1	17	226	1456	434	84	482	231	372	261	62	62	390	106	249	249	141	141	177	LT	407	275
SUN. 11.55A 4 ABC CA										83	86	B	3.0	14	219																				
SCOOBY'S LAFF-LYMPICS I										4	192	192	A	4.1	24	299	1706	198	87	244	167	167	97	28	77	174	119	119	131	LT	LT	238	130	1050	475
SAT. 9.30A 30 ABC CA										99	99	B	3.8	21	277																				
SCOOBY'S LAFF-LYMPICS II										4	192	192	A	4.8	24	350	1823	192	126	223	126	175	129	20	48	228	108	157	149	22	22	337	219	1035	583
SAT. 10.00A 30 ABC CA										99	99	B	5.3	26	386																				
SCOOBY'S LAFF-LYMPICS III										4	192	192	A	6.2	29	452	1717	151	78	201	82	142	96	28	59	182	74	122	102	22	22	385	188	949	532
SAT. 10.30A 30 ABC CA										99	99	B	6.6	30	481																				



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	12-17 FEM.	TOTAL 6-11	CHILDREN (2-11)						
WEEKEND DAYTIME CONT'D																																			
SCOOBY'S-LAFF-LYMPICS IV 4 192 192 A 6.7 31 488 1867 200^128^ 270 101^ 209^185^ LT 26v 183^ 71^ 116^107^ 15v 15v 541 264 873 541																																			
SAT. 11.00A 30 ABC CA 99 99 B 6.3 30 459 1700 315 210^ 383 279^ 330 162^ 46v 46v 183^ 66v 66v 92^ 32v 56v 291 148^ 843 527																																			
SECRETS OF ISIS 23 192 193 A 5.7 27 416 1376 273^104^ 370 284 310 147^ 20v 20v 191^136^ 153^ 69v 38v 38v 276^175^ 539 348																																			
SAT. 11.30A 30 CBS CL 98 98 B 6.4 28 467																																			
SPACE ACADEMY 24 195 191 A 5.8 26 423 1376 273^104^ 370 284 310 147^ 20v 20v 191^136^ 153^ 69v 38v 38v 276^175^ 539 348																																			
SAT. 12.30P 30 CBS CL 96 96 B 6.3 28 459																																			
SPACE SENTINELS 22 186 186 A 4.1 21 299 1625 271^ 97v 275^184^ 275^171^ LT LT 237^150^ 218^133^ LT LT 320^140^ 793 472																																			
SAT. 11.30A 30 NBC CA 92 92 B 4.6 21 335																																			
SPEED BUGGY 23 193 192 A 2.8 25 204 1569 206^ 29v 294^132v 153^180^ 35v 35v 205^ 87v 112v 53v 49v 93v 162^ 44v 908 673																																			
SAT. 8.30A 30 CBS CA 95 95 B 4.0 24 292																																			
SPORTSWORLD 24 169 176 A 6.6 23 481 1709 479 207^ 490 135^ 272 282 75^189^ 688 278 461 369 79^181^ 273 98^ 258 220^																																			
SUN. 4.00P 90 NBC SE 89 87 B 5.4 18 394																																			
4.00 - 4.30 A 6.3 23 459 1680 459 166^ 472 118^ 245^261^ 82^196^ 630 198^ 393 345 77^186^ 296 108^ 282 236^																																			
4.30 - 5.00 A 6.4 23 467 1719 475 201^ 488 132^ 288 296 74^184^ 698 301 502 393 65v160^ 255^ 92^ 278 250^																																			
5.00 - 5.30 A 7.1 25 518 1720 500 249 513 155^ 279 287 71^195^ 719 324 482 364 91^191^ 263 88^ 225^ 184^																																			
THINK PINK PANTHER 23 206 206 A 5.2 25 379 1868 320 159^ 320 198^ 320 170^ LT LT 198^115^ 132^110^ 30v 30v 387 213^ 963 618																																			
SAT. 10.30A 30 NBC CA 99 99 B 5.2 23 379																																			
THREE ROBONIC STOOGES 24 193 191 A 1.9 23 139 1612 173v 44v 295^129v 150v237^ LT LT 202v 36v 65v 65v 100v137v 158v LT 957 525^																																			
SAT. 10.30A 30 NBC CA 99 99 B 1.9 23 139																																			
THUNDER 22 157 154 A 3.9 18 284 1965 328^124^ 328^187^ 262^213^ LT 66v 355^200^ 342^235^ LT LT 394^238^ 888 750																																			
SAT. 12.30P 30 NBC CL 80 80 B 3.7 17 270																																			
U.S. WOMANS OPEN GOLF-SAT(S) 194 A 2.0 8 146 1740 398v 55v 535^171v 308v233v LT 185v 665^259v 411v465^ 62v200v 205v 61v 335v 335v																																			
1 SAT. 4.00P 60 ABC SE 99 A 2.3 9 168 1690 329v 36v 472^137v 245v167v LT 203v 595^184v 298v326v 73v269v 272v100v 351v 351v																																			
4.00 - 4.30 A 1.6 6 117 1855^ 488v 77v 633^221v 401v316v LT 172v 794^384v 597^692^ 52v102v 102v LT 326v 326v																																			
4.30 - 5.00																																			
U.S. WOMENS OPEN GOLF-SUN(S) 196 A 3.7 12 270 1393 401^ 52v 426^ 89v 193v207v 86v167v 666^208v 385^318^ 167v241^ 204v111v 97v 71v																																			
1 SUN. 4.30P 210 ABC SE 99 A 3.1 12 226 1115 200v LT 200v LT 45v107v LT 93v 620^191v 412^318^ 76v208v 255v145v 40v 40v																																			
4.30 - 5.00 A 2.7 10 197 1020^ 233v 31v 233v LT 91v 91v LT 142v 589^143v 320^305v 127v218v 198v122v LT LT																																			
5.00 - 5.30 A 2.5 9 182 1143^ 309v 39v 309v LT 193v193v LT 116v 588^236v 417^412^ 65v121v 246v148v LT LT																																			
5.30 - 6.00 A 4.2 13 306 1343^ 274^ LT 319^ 88v 212^166v 73v107v 726^223^ 399^428^ 147v225^ 131v 49v 167v 75v																																			
6.00 - 6.30 A 4.5 13 328 1427^ 404^ 27v 428^ 58v 198^206^ 98v196^ 628^168v 348^326^ 202^229^ 142v 42v 229^ 155v																																			
6.30 - 7.00 A 4.7 13 343 1609^ 601^108v 618^209^ 285^291^ 125v204^ 663^236^ 400^247^ 198^263^ 250^166v 78v 78v																																			
7.00 - 7.30 A 4.6 12 335 1603^ 558^110v 609^157v 229^284^ 184^218^ 720 224^ 373^218^ 239^323^ 206^126v 68v 68v																																			
7.30 - 8.00																																			
WACKO 32 66 63 A 1.0 7 73 1507^ 274v274v 356v273v 302v356v LT LT 137v137v 137v LT LT LT 232v LT 782^ 658^																																			
SUN. 9.30A 30 CBS CL 55 51 B 1.5 10 109																																			
WHAT'S NEW, MISTER MAGOO 29 162 161 A 5.0 22 365 1444 225^ 66v 285^198^ 236^147^ LT 28v 226^125^ 137^ 98^ 55v 55v 217^120^ 716 551																																			
SAT. 1.00P 30 CBS CA 86 84 B 5.5 23 401																																			
WORLD INVITATIONAL TENNIS 10 149 A 1.7 6 124 1702^ 911^202v 911^419v 766^580^ 65v138v 517^186v 300v315v LT 161v 274v LT LT LT																																			
1 SUN. 3.00P 90 ABC SE 77 B 2.5 10 182																																			
3.00 - 3.30 A 1.3 5 95 2347^1146^336v 1146^611v 916^706^ 94v188v 1011^347v 631^632v LT 222v 190v LT LT LT																																			
3.30 - 4.00 A 1.7 6 124 2065^ 1275^355v 1275^725^1153^775^ 122v122v 524^184v 306v361v LT 163v 266v LT LT LT																																			
4.00 - 4.30 A 2.1 8 153 1026^ 484^ LT 484^ 52v 373v373v LT 111v 203v 78v 78v 78v 40v125v 339v LT LT LT																																			

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JUL. 17, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)	17,710 24.3																
	ABC TV	ABC Monday Night Baseball "SAN FRANCISCO VS. ST. LOUIS" & "CHICAGO WHITE SOX VS. MILWAUKEE" (8:00-11:00PM) (OP)																
	AVERAGE AUDIENCE (Households (000) & %)	8,240 11.3	8.9*			9.8*				10.5*			11.5*			14.5*		12.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	22 8.7	20*			20*		9.8	9.7	10.4	10.7	11.3	11.7		14.5	14.5	14.0	11.5
1	TOTAL AUDIENCE (Households (000) & %)	12,320 16.9				12,900 17.7				19,100 26.2			18,520 25.4			20,630 28.3		
	CBS TV	The Jeffersons (R)      Good Times (R) (OP)      M*A*S*H (R)      One Day at a Time (R)      Lou Grant (R)																
	AVERAGE AUDIENCE (Households (000) & %)	10,640 14.6				11,450 15.7				16,550 22.7			16,910 23.2			15,600 21.4		21.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	32 13.7				31 15.5				43 21.5			43 24.0			40 22.8		42*
2	TOTAL AUDIENCE (Households (000) & %)	15,240 20.9								16,550 22.7								
	NBC TV	Little House On The Prairie (R)      NBC Monday Night Movies "SEVENTH AVENUE" Pt. II (9:00-10:42PM)(R) (1)																
	AVERAGE AUDIENCE (Households (000) & %)	11,150 15.3								10,500 14.4								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	32 21.000								27 21.5								
W E K 2	ABC TV	ABC Monday Night Baseball "VARIOUS TEAMS & TIMES" (8:00-11:14PM) (2)																
	AVERAGE AUDIENCE (Households (000) & %)	11,810 16.2																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	30 12.1																
	CBS TV	The Jeffersons (R)      Good Times (R) (OP)      Miss Universe Pageant (9:00-11:02PM)(3)																
	AVERAGE AUDIENCE (Households (000) & %)	9,260 12.7				10,420 14.3				18,230 25.0								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	27 12.2				28 13.1				43 19.2								
2	TOTAL AUDIENCE (Households (000) & %)	14,220 19.5								17,130 23.5								
	NBC TV	Little House On The Prairie (R)      NBC Monday Night Movies "ADAM AT 6 A.M." (9:00-11:00PM)																
	AVERAGE AUDIENCE (Households (000) & %)	10,420 14.3								9,990 13.7								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	29 12.7								24 12.8								
TV HOUSEHOLDS USING TV		WK 1	44.4	44.1	43.3	43.5	44.0	46.5	49.0	50.9	52.4	53.8	53.3	54.4	54.7	55.8	53.7	51.1
(See Def. 1)		WK 2	41.6	43.9	44.6	45.1	45.4	47.5	49.9	52.7	53.9	55.8	59.4	59.9	59.7	60.0	60.0	58.4

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



A-4

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. JUL. 18, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																		
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E E K 4	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E E K 5	TOTAL AUDIENCE (Households (000) & %)																		
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
TV HOUSEHOLDS USING TV		WK 1	40.3	40.0	39.8	41.0	41.8	44.1	45.3	46.8	49.6	52.0	53.4	53.7	54.1	55.2	54.2	53.7	
(See Def. 1)		WK 2	42.3	42.6	42.9	44.0	44.7	46.6	48.1	50.2	52.5	53.7	53.9	53.8	52.8	52.7	52.1	50.8	

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36.

A-5

EVE. TUE. JUL. 25, 1978

A-6

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. JUL. 19, 1978

WEEK 1

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U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-7

(I) PROMO FILL, CBS, (10:47-11:00PM)(SUS.).

EVE. WED. JUL. 26, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. JUL. 20, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)							10,130 13.9		13,190 18.1		17,790 24.4						
	<b>ABC TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)							8,530 11.7		11,590 15.9		11,010 15.1						
	SHARE OF AUDIENCE %							27		33		28						
	AVG. AUD. BY ¼ HR. %							10.1	12.9	15.1	16.8	14.1	13.5	14.6	15.9	16.3	16.3	
W E K 2	TOTAL AUDIENCE (Households (000) & %)							18,950 26.0									16,110 22.1	
	<b>CBS TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)							10,210 14.0									11,740 16.1	
	SHARE OF AUDIENCE %							28								33	31	
	AVG. AUD. BY ¼ HR. %							8.8	10.9	11.9	12.4	14.4	15.4	18.0	19.2	16.3	15.2	
W E K 1	TOTAL AUDIENCE (Households (000) & %)									13,270 18.2				13,490 18.5				
	<b>NBC TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)									9,110 12.5				9,110 12.5				
	SHARE OF AUDIENCE %									25				23				
	AVG. AUD. BY ¼ HR. %							11.8	12.7	15.5				27				
W E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	<b>ABC TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)							7,360 10.1	8,020 11.0	10,060 13.8		9,910 13.6						
	SHARE OF AUDIENCE %							23	23	26		25						
	AVG. AUD. BY ¼ HR. %							9.4	10.7	13.3	14.2	12.1	14.1	13.9	16.0	14.6	11.8	
W E K 2	TOTAL AUDIENCE (Households (000) & %)							11,370 15.6		18,230 25.0				17,130 23.5				
	<b>CBS TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)							8,680 11.9	10,880 14.8	13,920 19.1				14,000 19.2				
	SHARE OF AUDIENCE %							26	24	36				37				
	AVG. AUD. BY ¼ HR. %							10.7	11.0	16.9	18.6	20.1	20.8	18.7	19.5	19.0	19.4	
W E K 2	TOTAL AUDIENCE (Households (000) & %)							15,090 20.7		10,350 14.2				9,990 13.7				
	<b>NBC TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)							11,450 15.7		7,580 10.4				7,870 10.8				
	SHARE OF AUDIENCE %							34	33	35				19				
	AVG. AUD. BY ¼ HR. %							14.0	15.2	16.9	10.4	10.5	10.6	10.1	10.6	11.0	11.3	
TV HOUSEHOLDS USING TV		WK 1	39.3	+0.4	38.9	40.0	40.1	41.2	41.9	44.1	47.3	50.0	51.5	52.7	55.2	56.3	54.7	53.6
(See Def. 1)		WK 2	41.4	+0.7	40.4	42.2	43.0	45.2	47.2	49.6	50.8	53.3	54.7	56.1	54.2	54.6	53.2	51.8

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-10

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. JUL. 21, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)					9,040 12.4		10,060 13.8		12,680 17.4								
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					7,440 10.2		8,680 11.9		8,020 11.0		10.0*		11.0*		11.6*		11.3*
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					26 9.7		28 11.8		24 9.8		22* 10.3		23* 11.2		25* 11.8		24* 11.1
W E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)					12,170 16.7				13,920 19.1								
	<b>CBS TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					9,330 12.8				6,780 9.3		10.9*		9.0*		8.5*		9.1*
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					32 11.2		31* 12.6		32* 13.8		24* 10.3		19* 9.1		18* 8.8		20* 9.3
W E K 3	<b>TOTAL AUDIENCE</b> (Households (000) & %)					6,930 9.5		6,120 8.4		17,130 23.5				17,350 23.8				
	<b>NBC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					5,980 8.2		5,470 7.5		12,830 17.6		15.6*		19.5*		19.6		19.7*
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					21 13.0		18 12.2		38 19.2		35* 10.5		41* 11.2		42 11.5		42* 11.9
W E K 4	<b>TOTAL AUDIENCE</b> (Households (000) & %)					11,010 15.1				12,320 16.9								
	<b>CBS TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					8,090 11.1				6,850 9.4		10.0*		9.3*		9.3*		8.9*
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					27 8.9		24* 10.3		29* 12.8		22* 9.7		19* 9.2		19* 9.4		19* 8.7
W E K 5	<b>TOTAL AUDIENCE</b> (Households (000) & %)					8,460 11.6		8,310 11.4		20,630 28.3								
	<b>NBC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					7,580 10.4		7,440 10.2		13,190 18.1		15.2*		18.7*		19.5*		20.5*
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					26 10.1		24 10.1		39 10.3		34* 16.0		38* 17.4		41* 18.7		43* 20.5
<b>TV HOUSEHOLDS USING TV</b>		<b>WK 1</b>	<b>WK 2</b>															
(See Def. 1)																		
U. S. TV Households: 72,900,000																		
* Half-hour ratings (for immediately preceding and subject quarter-hours).																		
(R) Repeat, see page B.																		
(OP) See Other Programs Section: Page A-36																		

A-11

(1) SPORTS FILL, NBC, (10:52-11:00PM)(SUS.).

EVE. FRI. JUL. 28, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. JUL. 22, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)					5,980 8.2		6,120 8.4		14,290 19.6				13,410 18.4				
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					5,390 7.4		5,250 7.2		10,790 14.8				11,080 15.2				
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>					21 7.2		20 7.3		35 12.8				37 * 16.2				
W E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)					7,870 10.8		8,310 11.4		12,320 16.9								
	<b>CBS TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					6,710 9.2		7,220 9.9		8,090 11.1				10,8 * 25 *				
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>					26 9.1		27 9.3		26 9.3				25 *				
W E K 3	<b>TOTAL AUDIENCE</b> (Households (000) & %)					11,230 15.4				14,580 20.0								
	<b>NBC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					8,160 11.2		10.1 *		12.2 *		8,240 11.3		10.3 *		11.8 *		12.6 *
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>					29 * 13.5		29 *		33 *		26 18,370 25.2		24 *		26 *		28 *
W E K 4	<b>TOTAL AUDIENCE</b> (Households (000) & %)					9,110 12.5		9,110 12.5		14,510 19.9								
	<b>CBS TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					7,870 10.8		7,870 10.8		8,380 11.5				12.4 *		11.1 *		10.4 *
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>					28 10.5		26 11.0		25 11.8				27 *		24 *		22 *
W E K 5	<b>TOTAL AUDIENCE</b> (Households (000) & %)					11,660 16.0				10,500 14.4								
	<b>NBC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					8,460 11.6		10.9 *		12.2 *		5,760 7.9		7.7 *		7.9 *		8.5 *
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>					29 10.3		28 *		30 *		17 7.7		16 *		17 *		18 *
<b>TV HOUSEHOLDS USING TV WK 1</b> (See Def. 1)		33.6	33.5	33.9	34.3	34.2	35.5	36.3	36.9	39.2	41.0	42.8	44.1	44.4	45.3	45.4	46.0	47.7
<b>WK 2</b>		35.6	35.7	37.5	38.1	38.4	39.5	40.4	41.6	42.7	44.8	46.2	47.2	47.2	46.9	47.6	47.7	

U. S. TV Households: 72,900,000

A-13

(1) FOR REMAINING RATINGS, SEE OP PAGES.

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SAT. JUL. 29, 1978

		NATIONAL Nielsen TV AUDIENCE ESTIMATES																									
		TIME																									
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00									
W K 1	<b>ABC TV</b>	<div><div>TOTAL AUDIENCE (Households (000) &amp; %)</div><div>8,460 11.6</div><div>16,550 22.7</div></div> <div><div><b>AVERAGE AUDIENCE</b> (Households (000) &amp; %)</div><div>4.7* 13 * 4.5</div><div><b>U.S. Womens Open Golf</b> (4:30-8:00PM)</div><div><b>How the West Was Won</b> (R)</div><div><b>ABC Sunday Night Movie</b> "GOLD" (9:00-11:26PM)(R)</div></div>																									
		4.8	4.7*	4.6	4.7	6,340 8.7 21 8.2	8.5*	21 *	8.8	8.9*	20 *	9.0	8,890 12.2 25 10.5	11.0*	23 *	11.5	12.0	11.7*	22 *	11.4	12.6	12.7*	24 *	12.3	12.5*	24 *	12.7
		15,240 20.9	<div>TOTAL AUDIENCE (Households (000) &amp; %)</div> <div>12,830 17.6</div> <div>13,710 18.8</div> <div>21,360 29.3</div> <div>18,440 25.3</div>																								
		<b>CBS TV</b>	<div><div><b>60 Minutes</b> (R)</div><div><b>Rhoda</b> (R)</div><div><b>Alice</b> (R)</div><div><b>All In The Family</b> (R)</div><div><b>Switch</b></div></div>																								
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	11,150 15.3 39 14.1	14.6*	15.9*	15.2	11,080 15.2 37 15.0	12,250 16.8 39 16.0	16,260 22.3 45 19.5	20.6*	43 *	21.7	23.5	24.1*	46 *	24.6	20.2	20.0	20.2*	38 *	20.2	20.1	19.9*	39 *	19.7			
	<b>NBC TV</b>	<div><div><b>Wonderful World of Disney</b> "THE WHIZ KID AND THE CARNIVAL CAPER" Pt. II (R)</div><div><b>Big Event</b> "AMELIA EARHART" (8:00-11:00PM)(R)</div></div>																									
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	8,890 12.2 31 11.9	11.3*	13.2*	12.6	9,190 12.6 26 10.9	10.7*	26 *	11.7*	27 *	12.3*	26 *	12.3	12.3	12.3	12.8	14.0	14.3*	27 *	14.5	14.6	14.3*	28 *	13.9			
	<b>ABC TV</b>	<div><div><b>Hardy Boys/Nancy Drew Mysteries</b> (R)</div><div><b>How the West Was Won</b> (R)</div><div><b>ABC Sunday Night Movie</b> "THE FRIENDS OF EDDIE COYLE" (9:00-11:00PM)</div></div>																									
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	6,050 8.3 19 7.0	7.8*	8.9*	10.7	7,800 10.7 23 9.9	10.2*	23 *	11.1*	23 *	11.660 16.0 30 15.1	14.9*	28 *	16.0*	29 *	16.5*	31 *	16.6*	32 *	16.0							
	<b>CBS TV</b>	<div><div><b>60 Minutes</b> (R)</div><div><b>Rhoda</b> (R)</div><div><b>On Our Own</b> (R)</div><div><b>All In The Family</b> (R)</div><div><b>Alice</b> (R)</div><div><b>Switch</b></div></div>																									
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	12,390 17.0 40 15.1	16.1*	18.0*	15.7	11,450 15.7 35 15.7	11,660 16.0 32 15.9	15,020 20.6 39 19.6	16,770 23.0 42 22.3	14,430 19.8 38 19.7	19.9*	37 *	20.0	19.7	19.7*	38 *	19.7										
	<b>NBC TV</b>	<div><div><b>Wonderful World of Disney</b> "NATURE'S STRANGEST ODDBALLS" (R)</div><div><b>Project U.F.O.</b> (R)</div><div><b>Big Event</b> "THE RHINEMANN EXCHANGE" Pt. II (9:00-11:00PM)(R)</div></div>																									
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	8,680 11.9 28 10.7	11.0*	12.8*	14.0	10,210 14.0 30 13.1	13.3*	30 *	14.7*	30 *	7,950 10.9 20 10.1	10.2*	19 *	10.4*	19 *	11.3*	21 *	11.9*	23 *	12.0							
	<b>TV HOUSEHOLDS USING TV</b>	37.5	38.8	39.9	41.1	40.6	41.2	42.6	44.5	46.5	48.9	52.0	52.7	52.6	53.0	52.1	51.0										
	<b>U.S. TV Households:</b>	72,900,000																									
		* Half-hour ratings (For immediately preceding and subject quarter-hour)																									



SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	
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U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

MON.-FRI. 11:30 P.M.—1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL. 17-21, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 2,040 2.8 2,770 3.8 AVERAGE AUDIENCE (Households (000) & %) { 1,530 2.1 2,190 3.0 SHARE OF AUDIENCE % 22 19 AVG. AUD. BY ¼ HR. % 1.9 2.3 2.8 3.1 Good Morning, America (Co-op) (Participating) (Co-op) (Participating)																
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 1,820 2.5 3,210 4.4 AVERAGE AUDIENCE (Households (000) & %) { 1,170 1.6 2,040 2.8 SHARE OF AUDIENCE % 18 17* 19 17* AVG. AUD. BY ¼ HR. % 1.6 1.6 1.9 2.6 CBS Morning News (Co-op) (Participating) Captain Kangaroo (Co-op) (Participating)																
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 3,130 4.3 3,280 4.5 AVERAGE AUDIENCE (Households (000) & %) { 2,550 3.5 2,550 3.5 SHARE OF AUDIENCE % 30 26 AVG. AUD. BY ¼ HR. % 3.5 3.5 3.5 3.6 Today Show (Co-op) (Participating) (Co-op) (Participating)																
	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 2,110 2.9 3,060 4.2 AVERAGE AUDIENCE (Households (000) & %) { 1,460 2.0 2,410 3.3 SHARE OF AUDIENCE % 22 22 AVG. AUD. BY ¼ HR. % 1.9 2.1 3.2 3.3 Good Morning, America (Co-op) (Participating) (Co-op) (Participating)																
W E K 2	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 2,110 2.9 3,060 4.2 AVERAGE AUDIENCE (Households (000) & %) { 1,390 1.9 1,900 2.6 SHARE OF AUDIENCE % 22 21* 18 17* AVG. AUD. BY ¼ HR. % 2.0 2.0 1.9 2.5 CBS Morning News (Co-op) (Participating) Captain Kangaroo (Co-op) (Participating)																
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 3,130 4.3 2,990 4.1 AVERAGE AUDIENCE (Households (000) & %) { 2,480 3.4 2,410 3.3 SHARE OF AUDIENCE % 30 25 AVG. AUD. BY ¼ HR. % 3.3 3.5 3.2 3.5 Today Show (Co-op) (Participating) (Co-op) (Participating)																
	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 2,110 2.9 3,060 4.2 AVERAGE AUDIENCE (Households (000) & %) { 1,460 2.0 2,410 3.3 SHARE OF AUDIENCE % 22 22 AVG. AUD. BY ¼ HR. % 1.9 2.1 3.2 3.3 Good Morning, America (Co-op) (Participating) (Co-op) (Participating)																
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 2,110 2.9 3,060 4.2 AVERAGE AUDIENCE (Households (000) & %) { 1,390 1.9 1,900 2.6 SHARE OF AUDIENCE % 22 21* 18 17* AVG. AUD. BY ¼ HR. % 2.0 2.0 1.9 2.5 CBS Morning News (Co-op) (Participating) Captain Kangaroo (Co-op) (Participating)																
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		4.9	6.0	7.6	8.6	10.3	11.9	12.8	14.0	15.3	17.2	18.0	18.6	18.8	20.1	20.6	21.5	
U.S. TV Households: 72,900,000		4.6	6.0	7.1	8.2	9.9	11.7	12.5	13.6	14.8	16.6	17.9	18.8	19.1	20.2	20.4	21.5	



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL. 17-21, 1978

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E K 1	<b>ABC TV</b>		TOTAL AUDIENCE (Households (000) & %) { 7,220 9.9 8,160 11.2 4,740 6.5 5,690 7.8 8,460 11.6 7,220 9.9																
			AVERAGE AUDIENCE (Households (000) & %) { 6,270 8.6 7,000 9.6 3,940 5.4 4,880 6.7 6,270 8.6 8.8* 5,390 7.4 7.0* 7.8*																
			SHARE OF AUDIENCE % { 38 39 21 26 32 33* 28 26* 30*																
			AVG. AUD. BY 1/4 HR. % { 8.0 9.2 9.4 9.9 5.4 5.5 6.7 6.7 8.7 8.9 8.5 8.2 6.9 7.0 7.6 8.0																
W E K 2	<b>CBS TV</b>		TOTAL AUDIENCE (Households (000) & %) { 5,320 7.3 4,960 6.8 6,120 8.4 5,760 7.9 7,650 10.5 7,070 9.7																
			AVERAGE AUDIENCE (Households (000) & %) { 4,450 6.1 4,230 5.8 5,540 7.6 5,100 7.0 5,830 8.0 7.8* 5,320 7.3 7.4*																
			SHARE OF AUDIENCE % { 6.1 27 30 27 30 29* 31* 27 28*																
			AVG. AUD. BY 1/4 HR. % { 5.9 6.4 5.5 6.0 7.3 7.9 6.9 7.1 7.5 8.0 8.3 8.2 8.3 8.2 7.4 7.4																
1	<b>NBC TV</b>		TOTAL AUDIENCE (Households (000) & %) { 4,160 5.7 5,320 7.3 4,230 5.8 4,740 6.5 2,770 3.8 6,270 8.6 4,590 6.3																
			AVERAGE AUDIENCE (Households (000) & %) { 3,570 4.9 4,590 6.3 3,500 4.8 4,010 5.5 2,330 3.2 4,670 6.4 4,080 5.6																
			SHARE OF AUDIENCE % { 4.9 26 19 21 12 24 6.2 6.5 6.6 6.5 5.6 5.7																
			AVG. AUD. BY 1/4 HR. % { 10.2 11.1 7.2 9.0 9.1 12.6 7,000 9.6																
W E K 2	<b>ABC TV</b>		TOTAL AUDIENCE (Households (000) & %) { 6,270 8.6 7,000 9.6 4,450 6.1 5,690 7.8 6,930 9.5 9.9* 5,390 7.4 7.1* 7.6*																
			AVERAGE AUDIENCE (Households (000) & %) { 8.6 37 39 24 30 35 38* 27 28* 26* 29*																
			SHARE OF AUDIENCE % { 8.0 9.3 9.4 9.9 5.9 6.3 7.7 8.0 9.8 10.0 9.4 33* 27 26* 28*																
			AVG. AUD. BY 1/4 HR. % { 8.0 9.3 9.4 9.9 5.9 6.3 7.7 8.0 9.8 10.0 9.4 33* 27 26* 28*																
K 2	<b>CBS TV</b>		TOTAL AUDIENCE (Households (000) & %) { 5,180 7.1 4,740 6.5 6,200 8.5 5,830 8.0 7,580 10.4 7,140 9.8																
			AVERAGE AUDIENCE (Households (000) & %) { 4,450 6.1 3,940 5.4 5,470 7.5 5,250 7.2 5,690 7.8 7.6* 5,390 7.4 7.5*																
			SHARE OF AUDIENCE % { 6.1 27 29 28 29 28* 30* 27 28*																
			AVG. AUD. BY 1/4 HR. % { 5.9 6.3 5.2 5.7 7.3 7.9 7.1 7.2 7.6 7.7 8.1 8.0 7.6 7.5																
2	<b>NBC TV</b>		TOTAL AUDIENCE (Households (000) & %) { 4,520 6.2 5,830 8.0 4,810 6.6 2,040 2.8 6,420 8.8 4,960 6.8																
			AVERAGE AUDIENCE (Households (000) & %) { 3,940 5.4 5,030 6.9 2,550 3.5 3.7* 1,820 2.5 4,960 6.8 4,450 6.1																
			SHARE OF AUDIENCE % { 5.4 23 13 14* 10 10 6.5* 7.0* 26* 23																
			AVG. AUD. BY 1/4 HR. % { 5.4 5.5 6.8 6.9 3.8 3.7 3.4 3.2 2.4 2.5 6.2 7.0 6.1 6.1																

TV HOUSEHOLDS USING TV WK 1 (See Def. 1) WK 2

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL. 17-21, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
<b>W</b>																	
<b>E</b>																	
<b>E</b>																	
<b>K</b>																	
<b>1</b>																	
<b>W</b>																	
<b>E</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	

  

<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	7,000 9.6					4,960 6.8										5,980 8.2	
AVERAGE AUDIENCE (Households (000) & %)	5,320 7.3					4,450 6.1										5,030 6.9	
SHARE OF AUDIENCE %	26					21										18	
AVG. AUD. BY 1/4 HR. %	7.5					6.0										6.8	7.1
General Hospital																	ABC World News Tonight
Edge of Night																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					6,780 9.3		5,030 6.9									8,820 12.1	
AVERAGE AUDIENCE (Households (000) & %)					5,690 7.8		4,370 6.0									7,730 10.6	
SHARE OF AUDIENCE %					26 *		21									28	
AVG. AUD. BY 1/4 HR. %	7.2				7.4		5.8									10.3	10.8
Guiding Light																	CBS Evening News with Walter Cronkite
All In The Family																	
Match Game '78																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	6,850 9.4															8,460 11.6	
AVERAGE AUDIENCE (Households (000) & %)	5,470 7.5															7,220 9.9	
SHARE OF AUDIENCE %	27															26	
AVG. AUD. BY 1/4 HR. %	6.7															9.7	10.0
Another World (1)																	NBC Nightly News
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	5,250 7.2						4,160 5.7									5,760 7.9	
AVERAGE AUDIENCE (Households (000) & %)	5,250 7.2						4,160 5.7									5,760 7.9	
SHARE OF AUDIENCE %	26						20									20	
AVG. AUD. BY 1/4 HR. %	7.2						5.8									7.6	8.2
General Hospital																	ABC World News Tonight
Edge of Night																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					6,420 8.8		4,880 6.7									8,680 11.9	
AVERAGE AUDIENCE (Households (000) & %)					5,540 7.6		4,230 5.8									7,800 10.7	
SHARE OF AUDIENCE %					26 *		21									27	
AVG. AUD. BY 1/4 HR. %	7.3				7.3		5.7									10.7	10.8
Guiding Light																	CBS Evening News with Walter Cronkite
All In The Family																	
Match Game '78																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	7,000 9.6															8,460 11.6	
AVERAGE AUDIENCE (Households (000) & %)	5,390 7.4															7,290 10.0	
SHARE OF AUDIENCE %	27															25	
AVG. AUD. BY 1/4 HR. %	6.9															9.7	10.3
Another World (1)																	NBC Nightly News

  

<b>TV HOUSEHOLDS USING TV WK 1</b>	27.4	28.3	28.5	29.3	29.1	29.9	29.3	30.2	30.6	31.8	32.9	34.3	36.4	37.5	37.9	39.2
<b>(See Def. 1) WK 2</b>	27.5	28.1	27.6	28.3	27.8	28.8	28.6	29.8	30.4	31.4	32.2	34.1	36.2	38.2	38.9	40.1
<b>U.S. TV Households</b>	72,900,000															

DAY MON.-FRI. JUL. 24-28, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JUL. 22, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)					1,460 2.0		2,700 3.7		4,010 5.5		3,500 4.8		4,520 6.2		5,690 7.8		
	<b>ABC TV</b>							Dynomutt Dog Wonder (OP)	All New Super- Friends I	All New Super- Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II (OP)		Scooby's All-Star Laff-A-Lympics III		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					1,240 1.7		2,190 3.0		3,280 4.5		2,920 4.0		3,650 5.0		4,670 6.4		
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					22 1.5		27 1.9		31 2.8		23 3.2		24 3.7		29 5.0		6.5
W E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)					1,820 2.5		2,770 3.8		4,080 5.6		5,760 7.9		7,220 9.9		5,980 8.2		
	<b>CBS TV</b>							Three Robonic Stooges (OP)	Speed Buggy (OP)	Bugs Bunny/ Road Runner I		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					1,460 2.0		1,970 2.7		3,430 4.7		4,590 6.3		5,830 8.0		5,030 6.9		
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					24 1.8		23 2.2		31 2.1		34 3.3		38 6.0		31 7.0		6.8
W E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)					1,530 2.1		2,770 3.8		3,790 5.2		4,810 6.6		4,810 6.6		4,300 5.9		
	<b>NBC TV</b>						I am the Greatest (SUS.)	Hong Kong Phooey	Go Go Globetrotters I	Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (I)		Think Pink Panther		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					1,240 1.7		2,260 3.1		3,060 4.2		4,010 5.5		4,010 5.5		3,720 5.1		
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					22 1.8		28 2.8		29 4.0		31 5.4		27 5.7		24 5.6		5.4
W E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)					1,530 2.1		2,040 2.8		3,280 4.5		2,990 4.1		3,350 4.6		4,370 6.0		
	<b>ABC TV</b>							Dynomutt Dog Wonder (OP)	All New Super- Friends I	All New Super- Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II (OP)		Scooby's All-Star Laff-A-Lympics III		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					1,530 2.1		2,040 2.8		3,280 4.5		2,990 4.1		3,350 4.6		4,370 6.0		
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					30 2.1		29 2.2		33 2.6		24 4.7		25 4.1		29 6.0		6.0
W E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)					1,600 2.2		2,920 4.0		4,520 6.2		5,610 7.7		5,690 7.8		5,610 7.7		
	<b>CBS TV</b>							Three Robonic Stooges (OP)	Speed Buggy (OP)	Bugs Bunny/ Road Runner I		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					1,240 1.7		2,110 2.9		3,430 4.7		4,520 6.2		4,670 6.4		4,520 6.2		
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					22 1.5		27 2.0		30 2.5		34 3.3		34 6.3		31 5.8		6.7
W E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)					1,600 2.2		2,190 3.0		3,430 4.7		4,450 6.1		5,470 7.5		4,590 6.3		
	<b>NBC TV</b>						I am the Greatest (SUS.)	Hong Kong Phooey	Go Go Globetrotters I	Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (I)		Think Pink Panther		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					1,020 1.4		1,820 2.5		2,700 3.7		3,790 5.2		4,300 5.9		3,790 5.2		
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					20 1.2		26 1.6		27 2.2		31 2.8		32 5.4		25 5.2		5.1
<b>TV HOUSEHOLDS USING TV WK 1</b> (See Def. 1)		3.3	4.0	4.7	6.0	7.8	9.0	10.4	12.8	14.7	16.2	17.6	19.4	20.8	21.6	21.7	22.3	
<b>WK 2</b>		2.5	3.1	3.8	4.6	7.1	8.3	9.5	11.7	14.4	16.5	18.1	18.8	18.7	18.8	19.7	21.0	

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JUL. 22, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	6,200 8.5		3,650 5.0		3,280 4.5		4,880 6.7										
AVERAGE AUDIENCE (Households (000) & %)	5,100 7.0		3,130 4.3		2,770 3.8		3,350 4.6										
SHARE OF AUDIENCE %	33		21		18		20		4.0*				5.2*				
AVG. AUD. BY 1/4 HR. %	7.6	6.3	4.4	4.2	3.9	3.6	3.6	4.4	5.2	5.2							
	Scooby's All-Star Laff-A-Lympics IV (OP) Krofft Supershow '78-I Krofft Supershow '78-II American Bandstand '78																
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	5,980 8.2		5,100 7.0		4,590 6.3		5,250 7.2		4,520 6.2		3,860 5.3						
AVERAGE AUDIENCE (Households (000) & %)	5,250 7.2		4,370 6.0		3,790 5.2		4,450 6.1		3,720 5.1		3,060 4.2						
SHARE OF AUDIENCE %	32		28		24		27		23		19						
AVG. AUD. BY 1/4 HR. %	6.9	7.5	6.1	5.9	5.2	5.2	6.0	6.1	5.0	5.2	4.5	4.0					
	Batman/Tarzan Adventure II (OP) Secrets of Isis (OP) Fat Albert and the Cosby Kids (OP) Space Academy (OP) What's New, Mister Magoo? (OP) CBS Saturday Film Festival "THE SHOW MUST GO ON" (OP)																
<b>K</b>																	
<b>1</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	3,350 4.6		3,940 5.4		4,590 6.3		3,860 5.3						4,080 5.6	13,630 18.7			
AVERAGE AUDIENCE (Households (000) & %)	2,700 3.7		3,430 4.7		3,790 5.2		3,060 4.2						3,790 5.2	6,420 8.8			
SHARE OF AUDIENCE %	17		23		25		18						24	35			7.3*
AVG. AUD. BY 1/4 HR. %	4.1	5.6	5.6	5.0	5.4	5.4	4.0	4.3					5.2	6.2	7.4	7.2	
	Baggy Pants & the Nitwits (I) Space Sentinels (I) Land Of The Lost (I) Thunder (I) NBC Major League Baseball "BOSTON VS. KANSAS CITY" & "MONTREAL VS. CINCINNATI" (2:15-5:35PM) (2)																
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	4,590 6.3		3,430 4.7		3,860 5.3		3,500 4.8		4,080 5.6		3,720 5.1						
AVERAGE AUDIENCE (Households (000) & %)	4,590 6.3		3,430 4.7		3,860 5.3		3,500 4.8		4,080 5.6		3,720 5.1						
SHARE OF AUDIENCE %	30		24		26		22		21*		23*						
AVG. AUD. BY 1/4 HR. %	6.6	6.1	4.7	4.8	5.3	5.3	4.3	4.6	4.9	5.5							
	Scooby's All-Star Laff-A-Lympics IV (OP) Krofft Supershow '78-I Krofft Supershow '78-II American Bandstand '78																
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	6,200 8.5		4,810 6.6		4,230 5.8		4,670 6.4		4,080 5.6		3,720 5.1						
AVERAGE AUDIENCE (Households (000) & %)	5,390 7.4		3,940 5.4		3,280 4.5		4,010 5.5		3,500 4.8		2,990 4.1						
SHARE OF AUDIENCE %	34		26		22		26		21		17						
AVG. AUD. BY 1/4 HR. %	7.2	7.7	5.7	5.1	4.3	4.6	5.3	5.6	4.6	4.9	4.6	3.7					
	Batman/Tarzan Adventure II (OP) Secrets of Isis (OP) Fat Albert and the Cosby Kids (OP) Space Academy (OP) What's New, Mister Magoo? (OP) CBS Saturday Film Festival "LEGENDS OF PAUL BUNYAN/JOHN HENRY" (OP)																
<b>K</b>																	
<b>2</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	3,350 4.6		3,060 4.2		3,570 4.9		3,210 4.4						4,230 5.8	12,100 16.6			
AVERAGE AUDIENCE (Households (000) & %)	2,620 3.6		2,550 3.5		2,840 3.9		2,550 3.5						3,940 5.4	6,050 8.3			
SHARE OF AUDIENCE %	17		18		19		17						22	29			8.4*
AVG. AUD. BY 1/4 HR. %	3.8	3.3	3.5	3.6	3.4	4.3	3.2	3.9					5.4	6.5	8.2	8.5	31*
	Baggy Pants & the Nitwits (I) Space Sentinels (I) Land of the Lost (I) Thunder (I) NBC Major League Baseball "PHILADELPHIA VS. CINCINNATI" & "KANSAS CITY VS. BOSTON" (2:16-4:37PM) (3)																
<b>TV HOUSEHOLDS USING TV WK 1 (See Def. 1)</b>	22.7	22.1	21.3	21.5	21.2	21.6	22.1	23.0	22.2	22.2	22.2	22.4	22.3	22.4	23.2	23.3	
<b>WK 2</b>	21.9	21.9	20.7	20.1	19.8	20.9	20.8	21.7	21.8	23.5	23.5	24.1	24.8	26.3	27.6	28.2	
U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (OP) See Other Programs Section: Page A-36																	

A-27

(1) "NBC JR. HALL OF FAME", (SUS.)  
(2) "NBC MAJOR LEAGUE PRE GAME", (2:00-2:15PM).

(3) "NBC MAJOR LEAGUE PRE GAME", (2:00-2:15PM), FOR REMAINING RATINGS, SEE OP PAGES.

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

DAY SAT. JUL. 29, 1978



		TIME																	DAY SAT. JUL 21, 1978	
		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00		
W	1	<b>ABC TV</b>																		
		TOTAL AUDIENCE (Households (000) & %)																		
		AVERAGE AUDIENCE (Households (000) & %)																		
		SHARE OF AUDIENCE %																		
		AVG. AUD. BY 1/4 HR. %																		
				<div> <div>U.S. Womens Open Golf (4:00-5:00PM)</div> <div>ABC Wide World of Sports</div> <div>ABC Saturday Evening News</div> </div>																
				<div> <div>2,410 3.3</div> <div></div> <div>9,040 12.4</div> <div></div> <div>2,920 4.0</div> </div>																
				<div> <div>1,460 2.0</div> <div>2.3*</div> <div>1.6*</div> <div>4,300 5.9</div> <div></div> <div>2,330 3.2</div> </div>																
				<div> <div>8</div> <div>9*</div> <div>6*</div> <div>20</div> <div></div> <div>3.2</div> </div>																
				<div> <div>2.5</div> <div>2.2</div> <div>1.5</div> <div>3.6</div> <div>5.7</div> <div>2.3</div> </div>																
W	2	<b>CBS TV</b>																		
		TOTAL AUDIENCE (Households (000) & %)																		
		AVERAGE AUDIENCE (Households (000) & %)																		
		SHARE OF AUDIENCE %																		
		AVG. AUD. BY 1/4 HR. %																		
				<div> <div>Philadelphia Open (4:00-5:02PM)(1)</div> <div>CBS Sports Spectacular (5:02-6:00PM)</div> <div>CBS Saturday News with Bob Schieffer</div> </div>																
				<div> <div>3,720 5.1</div> <div></div> <div>5,250 7.2</div> <div></div> <div>5,470 7.5</div> </div>																
				<div> <div>2,410 3.3</div> <div>3.3*</div> <div>3.3*</div> <div>3,130 4.3</div> <div></div> <div>4,740 6.5</div> </div>																
				<div> <div>13</div> <div>13*</div> <div>13*</div> <div>16</div> <div></div> <div>6.5</div> </div>																
				<div> <div>3.4</div> <div>3.1</div> <div>3.4</div> <div>3.4</div> <div>5.2</div> <div>2.0</div> </div>																
W	3	<b>NBC TV</b>																		
		TOTAL AUDIENCE (Households (000) & %)																		
		AVERAGE AUDIENCE (Households (000) & %)																		
		SHARE OF AUDIENCE %																		
		AVG. AUD. BY 1/4 HR. %																		
				<div> <div>NBC Major League Baseball (2:15-5:35PM)</div> <div>NBC Nightly News-Sat.</div> </div>																
				<div> <div>7.7*</div> <div>8.8*</div> <div>9.7*</div> <div>11.1*</div> <div>9.4*</div> <div>5,900 8.1</div> </div>																
				<div> <div>32*</div> <div>35*</div> <div>39*</div> <div>42*</div> <div>34*</div> <div>4,880 6.7</div> </div>																
				<div> <div>14.2</div> <div>19.6</div> <div>19.6</div> <div>11.0</div> <div>10.0</div> <div>6.7</div> </div>																
W	4	<b>ABC TV</b>																		
		TOTAL AUDIENCE (Households (000) & %)																		
		AVERAGE AUDIENCE (Households (000) & %)																		
		SHARE OF AUDIENCE %																		
		AVG. AUD. BY 1/4 HR. %																		
				<div> <div>ABC Wide World of Sports (1)</div> <div>ABC Saturday Evening News</div> </div>																
				<div> <div>5,390 7.4</div> <div>5.0*</div> <div>6.3*</div> <div>7.1*</div> <div>8.3*</div> <div>2,040 2.8</div> </div>																
				<div> <div>24</div> <div>17*</div> <div>22*</div> <div>23*</div> <div>27*</div> <div>2.8</div> </div>																
				<div> <div>4.8</div> <div>5.3</div> <div>6.0</div> <div>6.8</div> <div>8.3</div> <div>2.9</div> </div>																
W	5	<b>CBS TV</b>																		
		TOTAL AUDIENCE (Households (000) & %)																		
		AVERAGE AUDIENCE (Households (000) & %)																		
		SHARE OF AUDIENCE %																		
		AVG. AUD. BY 1/4 HR. %																		
				<div> <div>Hartford Open (4:00-5:00PM)</div> <div>CBS Sports Spectacular</div> <div>CBS Saturday News with Bob Schieffer</div> </div>																
				<div> <div>4,740 6.5</div> <div></div> <div>5,900 8.1</div> <div></div> <div>6,930 9.5</div> </div>																
				<div> <div>2,480 3.4</div> <div>3.4*</div> <div>3.5*</div> <div>3,940 5.4</div> <div></div> <div>5,690 7.8</div> </div>																
				<div> <div>11</div> <div>11*</div> <div>11*</div> <div>17</div> <div></div> <div>7.8</div> </div>																
				<div> <div>3.9</div> <div>2.9</div> <div>2.9</div> <div>4.0</div> <div>5.4</div> <div>7.3</div> </div>																
W	6	<b>NBC TV</b>																		
		TOTAL AUDIENCE (Households (000) & %)																		
		AVERAGE AUDIENCE (Households (000) & %)																		
		SHARE OF AUDIENCE %																		
		AVG. AUD. BY 1/4 HR. %																		
				<div> <div>NBC Major League Baseball (2:10-4:43PM)</div> <div>NBC Nightly News-Sat.</div> </div>																
				<div> <div>8.5*</div> <div>8.3*</div> <div>8.5*</div> <div></div> <div>5,030 6.9</div> </div>																
				<div> <div>30*</div> <div>29*</div> <div>29*</div> <div></div> <div>6.9</div> </div>																
				<div> <div>8.6</div> <div>8.5</div> <div>8.2</div> <div>8.5</div> <div>8.9</div> <div>2.0</div> </div>																

**TV HOUSEHOLDS USING TV WK**

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JUL. 23, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)																	1,820 2.5
	ABC TV																	Jabberjaw (OP)
	AVERAGE AUDIENCE (Households (000) & %)																	1,460 2.0
	SHARE OF AUDIENCE %																	11
	AVG. AUD. BY ¼ HR. %																	1.8 2.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)											730 1.0	800 1.1					
	CBS TV											Ghost Busters (OP)	Wacko (OP)	Behold Wondrous Things (SUS.)	Marshall Eron's Illustrated, Simplified & Painless Sunday School (SUS.)			
	AVERAGE AUDIENCE (Households (000) & %)											580 .8	580 .8					
	SHARE OF AUDIENCE %											7 .8	5 .7					
	AVG. AUD. BY ¼ HR. %											.9	.7					
W E K 2	TOTAL AUDIENCE (Households (000) & %)																	2,170 3.0
	ABC TV																	Jabberjaw (OP)
	AVERAGE AUDIENCE (Households (000) & %)																	1,750 2.4
	SHARE OF AUDIENCE %																	15
	AVG. AUD. BY ¼ HR. %																	2.4 2.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)											1,090 1.5	1,090 1.5					
	CBS TV											Ghost Busters (OP)	Wacko (OP)	Behold Wondrous Things (SUS.)	Marshall Eron's Illustrated, Simplified & Painless Sunday School (SUS.)			
	AVERAGE AUDIENCE (Households (000) & %)											950 1.3	800 1.1					
	SHARE OF AUDIENCE %											12 1.2	9 1.1					
	AVG. AUD. BY ¼ HR. %											1.2	1.3	1.2	1.1			
W E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV WK 1		2.2	2.8	3.3	3.5	4.5	6.2	7.6	9.3	11.8	13.7	14.6	15.3	16.3	17.4	17.4	17.9	
(See Def. 1) WK 2		3.3	3.6	3.8	4.2	4.8	5.6	7.0	8.8	10.6	11.7	12.8	13.7	14.8	15.1	15.2	15.9	
U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subsequent quarter-hour)																		

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. JUL. 30, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JUL. 23, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>TOTAL AUDIENCE</b> (Households (000) & %)	2,480 3.4		2,480 3.4		2,480 3.4												
<b>ABC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>1</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)									2,480 3.4								
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)																	
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)																	
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)																	
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)																	
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)																	
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)																	
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)																	
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)																	
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)																	
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)																	
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)																	
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)																	
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)																	
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JUL. 23, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	2,700 3.7																
AVERAGE AUDIENCE (Households (000) & %)	1,240																
SHARE OF AUDIENCE %	1.7																
AVG. AUD. BY 1/4 HR. %	1.4																
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	9,190 12.6																
AVERAGE AUDIENCE (Households (000) & %)	4,010																
SHARE OF AUDIENCE %	5.5																
AVG. AUD. BY 1/4 HR. %	5.1																
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	10,210 14.0																
AVERAGE AUDIENCE (Households (000) & %)	5,320																
SHARE OF AUDIENCE %	7.3																
AVG. AUD. BY 1/4 HR. %	6.7																
<b>ABC TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)	1,240																
SHARE OF AUDIENCE %	1.7																
AVG. AUD. BY 1/4 HR. %	1.4																
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	7,950 10.9																
AVERAGE AUDIENCE (Households (000) & %)	3,790																
SHARE OF AUDIENCE %	2.4																
AVG. AUD. BY 1/4 HR. %	2.4																
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	8,890 12.2																
AVERAGE AUDIENCE (Households (000) & %)	4,230																
SHARE OF AUDIENCE %	5.8																
AVG. AUD. BY 1/4 HR. %	6.1																
<b>TV HOUSEHOLDS USING TV WK 1</b>																	
(See Def. 1)																	
U. S. TV Households: 72,900,000																	



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1						WEEK 2						
		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		
EVENING MONDAY														
ABC 11.30-12.02AM SOAP-MON	11.30	6,560	9.0	5,690	7.8	25	7.8	6,710	9.2	5,690	7.8	25	7.5	
11.30-12.03AM	11.45				7.9*	25*	8.0				7.8*	25*	8.2	
	12.00						6.6						7.6	
ABC 12.02- 1.07AM POLICE STORY-MON	12.00	5,830	8.0	3,940	5.4	24	5.4	5,760	7.9	4,010	5.5	25	6.4	
12.03- 1.08AM	12.15				5.4*	21*	5.4				6.1*	24*	5.9	
	12.30						5.6						5.6	
	12.45				5.5*	27*	5.4				5.2*	26*	4.9	
	1.00						5.3						4.3	
CBS 9.00-11.02PM MISS UNIVERSE PAGEANT(S)	11.00							FOR RTGS SEE PAGE A-3					27.7	
EVENING TUESDAY														
ABC 11.30-12.03AM SOAP-TUE	11.30	6,710	9.2	5,980	8.2	26	8.5	6,930	9.5	5,540	7.6	26	7.5	
11.30-12.01AM	11.45				8.3*	26*	8.1				7.6*	25*	7.8	
	12.00						6.6						7.9	
ABC 12.03- 1.07AM TUESDAY MOVIE OF THE WEEK	12.00	4,080	5.6	2,840	3.9	19	4.3	5,250	7.2	2,840	3.9	23	5.3	
12.01- 1.45AM	12.15				4.1*	17*	3.9				4.9*	22*	4.6	
	12.30						3.9						4.3	
	12.45				3.9*	21*	3.8				4.1*	23*	3.9	
	1.00						3.7						3.6	
EVENING WEDNESDAY														
	1.15										3.3*	26*	3.1	
	1.30												2.9	
ABC 11.30-12.35AM POLICE STORY-WED	11.30	7,360	10.1	4,960	6.8	24	7.8	7,800	10.7	5,390	7.4	26	8.5	
11.30-12.33AM	11.45				7.3*	24*	6.8				8.0*	26*	7.5	
	12.00						6.3						7.1	
	12.15				6.4*	25*	6.5				7.0*	26*	7.0	
ABC 12.35- 1.41AM WED. MYSTERY OF THE WEEK	12.30						5.4						5.4	
12.33- 1.36AM	12.30	3,280	4.5	2,550	3.5	23	3.8	3,500	4.8	2,480	3.4	20	3.8	
	12.45				3.7*	20*	3.6				3.5*	18*	3.3	
	1.00						3.6						3.4	
	1.15				3.4*	24*	3.3				3.3*	22*	3.2	
	1.30						3.3						2.9	
EVENING THURSDAY														
ABC 11.30-12.37AM STARKY AND HUTCH-11:30	11.30	8,530	11.7	6,050	8.3	27	8.9	7,220	9.9	4,960	6.8	25	7.4	
11.30-12.38AM	11.45				8.9*	25*	8.9				7.3*	23*	7.2	
	12.00						8.4						6.7	
	12.15				8.2*	29*	8.0				6.7*	27*	6.8	
	12.30						6.5						5.2	
ABC 12.37- 1.14AM TOMA	12.30	4,230	5.8	3,500	4.8	26	5.0	3,130	4.3	2,700	3.7	22	4.0	
12.38- 1.14AM	12.45				4.9*	25*	4.9				3.9*	22*	3.8	
	1.00						4.5						3.5	
CBS 8.32-10.32PM WALTONS	10.30	FOR RTGS SEE PAGE A-8						19.1						
CBS 10.32-11.32PM HAWAII FIVE-O	11.00	FOR RTGS SEE PAGE A-8						16.5						
CONT'D														

A-37

U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

WEEK 1												OTHER PROGRAMS					
DAY NETWORK TIME (N.Y.T.) PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR				
		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	%		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	%					
EVENING THURSDAY CONT'D																	
CBS 10.32-11.32PM HAWAII FIVE-O-CONT'D	11.15					16.6*	34*	16.8									
	11.30							15.0									
EVENING FRIDAY																	
ABC 11.30-12.35AM BARETTA-11:30PM	11.30	7,220	9.9	5,100	7.0	23		6.9	6,490	8.9	4,300	5.9	21		6.6		
	11.45				7.0*	21*		7.1				6.5*	21*		6.4		
	12.00							7.3							5.7		
	12.15				7.1*	24*		7.0				5.6*	22*		5.4		
	12.30							6.4							4.8		
NBC 1.00- 2.30AM MIDNIGHT SPECIAL	1.00	5,390	7.4	2,410	3.3	23		4.5	4,520	6.2	2,330	3.2	25		4.1		
	1.15				4.2*	22*		3.9				3.9*	23*		3.8		
	1.30							3.1							3.8		
	1.45				2.9*	21*		2.7				3.4*	27*		3.0		
	2.00							2.9							2.5		
	2.15				2.7*	27*		2.5				2.2*	24*		1.9		
EVENING SATURDAY																	
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.	9.45	10,570	14.5	10,570	14.5	33	14.5		14,870	20.4	14,870	20.4	43		20.4		
ABC 11.00-11.15PM ABC WEEKEND NEWS-SATURDAY	11.00	5,250	7.2	5,180	7.1	17	7.1		5,610	7.7	5,540	7.6	18		7.6		
EVENING SUNDAY																	
CBS 8.58- 8.59PM NEWSBREAK-SAT.	8.45	6,420	8.8	6,420	8.8	24	8.8		7,070	9.7	7,070	9.7	23		9.7		
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.	8.45	7,290	10.0	7,290	10.0	27	10.0		6,490	8.9	6,490	8.9	21		8.9		
NBC 9.00-11.12PM NBC SATURDAY NIGHT MOVIES	11.00	FOR RTGS SEE PAGE A-12						13.1									
NBC 11.44- 1.03AM SATURDAY NIGHT	11.30	9,400	12.9	5,830	8.0	30	10.2		12,030	16.5	8,240	11.3	40		12.0		
	11.45						9.0					11.9*	38*		11.8		
	12.00						9.3								11.4		
	12.15				9.0*	32*	8.7					11.3*	41*		11.3		
	12.30						7.4								10.4		
	12.45				6.7*	29*	6.0					10.2*	43*		9.7		
	1.00						5.5										
EVENING MONDAY-FRIDAY																	
ABC 8.58- 8.59PM ABC NEWSBRIEF-SUN.	8.45	6,850	9.4	6,850	9.4	21	9.4		8,680	11.9	8,680	11.9	24		11.9		
ABC 9.00-11.26PM ABC SUNDAY NIGHT MOVIE	11.15	FOR RTGS SEE PAGE A-14						12.0									
					13.4*	31*											
CBS 9.57- 9.59PM NEWSBREAK-SUN.	8.45								11,740	16.1	11,230	15.4	31		15.4		
NBC 9.05- 9.06PM NBC NEWS UPDATE-SUN.	9.45	17,500	24.0	17,200	23.6	45	23.6										
NBC 8.58- 8.59PM	8.45								8,380	11.5	8,380	11.5	23		11.5		
NBC 11.30- 1.04AM NBC LATE NIGHT MOVIE	9.00	7,580	10.4	7,580	10.4	22	10.4										
	12.45	FOR RTGS SEE PAGE A-16						4.2				2.6*	14*		2.5		
					4.4*	24*											
	1.00						4.1										
EVENING MONDAY-FRIDAY																	
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F	M-F 8.45	9,770	13.4	9,770	13.4	26	10.3		9,770	13.4	9,770	13.4	25		10.2		
CONT'D																	



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1				WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		
EVENING MONDAY-FRIDAY CONT'D															
ABC	9.58-	9.59PM	ABC NEWSBRIEF-M-F-CONT'D	9.15 9.45 10.45					16.2 15.7 9.4					13.5 17.1 9.0	
CBS	8.58-	8.59PM	NEWSBREAK-M-F	M-F 8.45 9.15	8,600	11.8	8,600	11.8	25	12.0 11.0	8,600	11.8	8,680	11.9 24 11.6	
CBS	1.15-	2.15AM	LATE MOVIE II	TU-TH 12.00 12.15 12.30 12.45 1.00 1.15 1.30	3,650	5.0	2,920	4.0	26	5.0 4.5 3.8 3.7 3.6			3,430	4.7 27 5.7 5.6* 23* 5.6 5.1* 27* 5.0 4.9* 33* 4.3 3.7	
NBC	8.58-	8.59PM	NBC NEWS UPDATE-M-F	M-F 8.45 9.15	7,000	9.6	7,000	9.6	20	9.4 10.3	7,800	10.7	7,800	10.7 22 10.7	
DAY MONDAY-FRIDAY															
CBS	11.55-	11.59AM	CBS MID-DAY NEWS-EDWARDS	M-F 11.45	4,230	5.8	4,010	5.5	22	5.5	4,080	5.6	3,860	5.3 22 5.3	
DAY SATURDAY															
ABC	8.25-	8.29AM	SCHOOLHOUSE ROCK- 8.25AM	8.15	1,680	2.3	1,460	2.0	24	2.0	1,600	2.2	1,390	1.9 25 1.9	
ABC	9.25-	9.29AM	SCHOOLHOUSE ROCK- 9.25AM	9.15	3,570	4.9	3,210	4.4	28	4.4	3,570	4.9	3,210	4.4 30 4.4	
ABC	10.25-	10.29AM	SCHOOLHOUSE ROCK-10.25AM	10.15	4,080	5.6	3,650	5.0	24	5.0	4,370	6.0	3,650	5.0 26 5.0	
ABC	11.25-	11.29AM	SCHOOLHOUSE ROCK-11.25AM	11.15	4,740	6.5	4,230	5.8	27	5.8	4,740	6.5	4,230	5.8 28 5.8	
ABC	12.25-	12.29PM	SCHOOLHOUSE ROCK-12.25PM	12.15	2,920	4.0	2,480	3.4	16	3.4	3,860	5.3	3,650	5.0 24 5.0	
ABC	3.30-	6.34PM	ABC WIDE WORLD-SPORTS SAT	6.30											8.9
CBS	8.26-	8.29AM	IN THE NEWS- 8.26AM	8.15	1,680	2.3	1,460	2.0	22	2.0	1,820	2.5	1,680	2.3 28 2.3	
CBS	8.56-	8.59AM	IN THE NEWS- 8.56AM	8.45	2,700	3.7	2,410	3.3	26	3.3	2,920	4.0	2,480	3.4 29 3.4	
CBS	9.56-	9.59AM	IN THE NEWS- 9.56AM	9.45	5,390	7.4	5,250	7.2	37	7.2	4,960	6.8	4,810	6.6 35 6.6	
CBS	10.26-	10.29AM	IN THE NEWS-10.26AM	10.15	6,200	8.5	5,540	7.6	35	7.6	5,250	7.2	4,300	5.9 31 5.9	
CBS	10.56-	10.59AM	IN THE NEWS-10.56AM	10.45	4,810	6.6	4,590	6.3	28	6.3	5,320	7.3	5,100	7.0 33 7.0	
CBS	11.26-	11.29AM	IN THE NEWS-11.26AM	11.15	5,830	8.0	5,250	7.2	33	7.2	5,830	8.0	5,540	7.6 35 7.6	
CBS	11.56-	11.59AM	IN THE NEWS-11.56AM	11.45	4,300	5.9	3,860	5.3	25	5.3	3,860	5.3	3,500	4.8 24 4.8	
CBS	12.26-	12.29PM	IN THE NEWS-12.26PM	12.15	3,790	5.2	3,650	5.0	23	5.0	3,570	4.9	3,350	4.6 22 4.6	
CBS	12.56-	12.59PM	IN THE NEWS-12.56PM	12.45	4,300	5.9	4,160	5.7	25	5.7	4,230	5.8	3,860	5.3 24 5.3	
CBS	1.26-	1.29PM	IN THE NEWS- 1.26PM	1.15	4,080	5.6	3,860	5.3	24	5.3	3,940	5.4	3,650	5.0 21 5.0	
CBS	1.56-	1.59PM	IN THE NEWS- 1.56PM	1.45	3,130	4.3	2,990	4.1	18	4.1	2,620	3.6	2,480	3.4 14 3.4	
CBS	4.00-	5.02PM	PHILADELPHIA OPEN-SAT.(S)	5.00											
NBC	2.00-	2.16PM	NBC MAJOR LEAGUE PRE GAME	2.15											
DAY SUNDAY															
ABC	10.55-	10.59AM	SCHOOLHOUSE ROCK-10.55AM	10.45	1,680	2.3	1,680	2.3	13	2.3	2,040	2.8	1,820	2.5 16 2.5	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%
DAY SUNDAY CONT'D																
ABC	11.55-11.59AM	SCHOOLHOUSE ROCK-11.55AM		11.45	2,110	2.9	1,900	2.6	14	2.6	2,840	3.9	2,620	3.6	21	3.6
CBS	9.26- 9.29AM	IN THE NEWS- 9.26AM		9.15	730	1.0	660	.9	7	.9	1,090	1.5	1,090	1.5	13	1.5
CBS	9.56- 9.59AM	IN THE NEWS- 9.56AM		9.45	800	1.1	730	1.0	7	1.0	950	1.3	800	1.1	8	1.1



August 11, 1978

August 11, 1978

THE PRESIDENT'S JULY 20  
PRESS CONFERENCE

President Jimmy Carter held a nationally tele-  
vised press conference on Thursday, July 20,  
1978 at 8:00-8:32PM NY Time.

NTI estimates of the audience reached by the  
combined facilities of the three national TV  
networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	31.1	22.7
Average Audience		
Households	26.4	19.3
Total Persons *	15.6	31.8
Total Women	20.5	15.8
18-49	14.8	7.1
Total Men	15.5	10.7
18-49	11.4	5.2
Total Teens	8.4	2.0
Total Children *	9.6	3.2

\*Excluding children under 2 years of age.

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New York, NY 10019 • 1290 Ave. of the Americas • (212) 956-2500  
Menlo Park, CA 94025 • 70 Willow Road • (415) 321-7700

NIELSEN NATIONAL TV RATINGS REPORT  
Second Report For June, 1978  
(Two Weeks Ending June 25, 1978)

ABC Theatre's presentation of "The Last Tenant"  
which aired on Sunday, June 25, was incor-  
rectly reported as FF (feature film). The cor-  
rect program type is GD (general drama).

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